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Historic Wrigley Field Logo Unveiling at Cubs' Home Opener

CEDARVILLE, OHIO – The [Chicago Cubs](#) will unveil the 100th anniversary logo of Wrigley Field when it opens the 2014 home season on Friday, April 4 against the Philadelphia Phillies. The logo was designed by Brandon Ort, a 2007 [Cedarville University](#) graduate.

Ort majored in [graphic design](#) at Cedarville. He submitted the design to the “Wrigley Field Turns 100” logo contest near the end of the 2013 baseball season and it was chosen as the official Wrigley Field 100th logo out of more than 1,200 submissions.

The winning logo will be used as a patch on the Cub’s home-game uniforms, as well as on a variety of collectible items, souvenirs and commemorative baseballs at Wrigley Field. Other Wrigley Field 100th anniversary merchandise and novelty items, including T-shirts, sweatshirts, hats, glassware and key chains will feature the logo in Wrigley Field gift shops and The Cub Store in Chicago.

Ort was eager to enter this competition, knowing that it was a great opportunity for his design business to potentially gain visibility. “It was just a really exciting time altogether,” he said. “I am completely humbled to have won.”

In October 2013, the Cubs brought Ort, his family and friends, to a game against the Atlanta Braves, where he was honored during the on-field logo unveiling ceremony. He was presented with his own personalized 2014 jersey featuring the historic patch.

Since graduation, Ort has done a large amount of freelance graphic design and illustration. He started his career at Coho Creative in Cincinnati as a graphic designer and now works at Crown Equipment Corporation as a visual graphic designer in New Bremen, Ohio.

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