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SAIC Student Designs New Logo of Chicagoland Chamber of Commerce Tri State Alliance for Regional Development

Chicago, IL - The Chicagoland Chamber of Commerce Tri State Alliance for Regional Development recently unveiled its new logo designed by SAIC student Tracy Lee (BFA 2015). Lee is a second-year student pursuing a BFA with emphasis in Visual Communication Design, and was also a finalist last Spring in the contest to design Bank of America's Kennedy Expressway Wall Mural.

“We were delighted to engage students at the School of the Art Institute of Chicago in a competition to design the new Tri State Alliance for Regional Development logo,” stated Chicagoland Chamber of Commerce Senior Vice President for Economic Development Kelly O’Brien. “The competition was a great opportunity to leverage the wealth of local talent in the region, giving students an opportunity to demonstrate their skills on a public stage.”

“This contest and Tracy Lee’s winning design are fine examples of the entrepreneurial energy and creative talent SAIC students and faculty bring to Chicago,” said SAIC President Walter Massey. “We are pleased to support regional development in partnership with the Chicagoland Chamber of Commerce.”

“Ms. Lee’s logo was chosen for its comprehensive representation of the goals and mission of the Alliance, as well as for its visual attractiveness,” stated O’Brien. “The three colors intertwined in the outer circles represent the collaboration between Illinois, Indiana, and Wisconsin, and the four bars in the center represent the four focus areas in the OECD Review: Green Growth, Innovation, Human Capital, and Transportation and Logistics. In addition, the ascending position of the bars represents the economic growth we aspire to achieve through collaboration.”

The new logo is unveiled after the recent announcement of state-wide Chairs named for the Alliance:
• **Illinois Chair** Michael M. Mullen, Co-founder and Vice Chairman of Centerpoint Properties
• **Indiana Chair** Jim L. Stanley, Chairman and Chief Executive Officer for Northern Indiana Public Service Company
• **Wisconsin Chair** Paul W. Jones, Chairman and Chief Executive Officer of A. O. Smith Corporation in Milwaukee

**About the Tri State Alliance for Regional Development**
The Chicagoland Chamber of Commerce commissioned The Organization for Economic Cooperation and Development (OECD) to conduct a groundbreaking economic analysis of the Tri State Chicago Metropolitan Region of Illinois, Indiana and Wisconsin. Subsequently, the Tri State Alliance for Regional Development was launched to create and execute an implementation plan for the OECD’s recommendations. For more information and to download the full report, visit [http://chicagolandchamber.org/wdk_cc/programs_and_advocacy/tri-state_alliance.jsp](http://chicagolandchamber.org/wdk_cc/programs_and_advocacy/tri-state_alliance.jsp)

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**About the Chicagoland Chamber of Commerce**
The primary role of the Chicagoland Chamber of Commerce is to make Chicagoland the most business-friendly region in America by enhancing our members’ success through aggressive programs in advocacy, member benefits and services, and actionable information. Serving as “The Voice of Business” since 1904, the Chamber leads aggressive public policy and business growth initiatives and we create meaningful events and programs to inform, engage, and connect our members to each other and the community. Visit ChicagolandChamber.org

**About the School of the Art Institute of Chicago**
A leader in educating artists, designers, and scholars since 1866, the School of the Art Institute of Chicago (SAIC) offers nationally accredited undergraduate and graduate degrees and post-baccalaureate programs to nearly 3,200 students from around the globe. SAIC also enables adults, high school students, middle school students, and children to flourish in a variety of courses, workshops, certificate programs, and camps through its Continuing Studies program. Located in the heart of Chicago, SAIC has an educational philosophy built upon an interdisciplinary approach to art and design, giving students unparalleled opportunities to develop their creative and critical abilities, while working with renowned faculty who include many of the leading practitioners in their fields. SAIC’s resources include the Art Institute of Chicago and its new Modern Wing; numerous special collections and programming venues provide students with exceptional exhibitions, screenings, lectures, and performances. For more information, visit [saic.edu](http://saic.edu).

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