DSU Student Government launches an identity survey to measure student opinion regarding the athletic identity. 1,149 students completed surveys and 68 percent disapprove of the Red Storm identity.

The DSU identity committee is established in order to find a new identity that will align with the institution's strategic direction and a scope of work is created to guide the re-branding process.

The committee meets with several ad agencies, Love Communication is chosen to assist with re-branding.

The identity committee and Love independently produce five unique identities (a total of 10) based on the data, branding criteria and other relevant considerations.

The identity committee narrows 10 identities down to six.

Love Communication opens a large-scale survey online to the general public, allowing community members to rank the six identities and provide qualitative feedback.

With more than 5,000 submissions, the Trailblazers, Raptors and Sun Warriors identities fall within 100 votes of each other and are selected as the final three.

Having selected the final three identities, Love creates logos and imagery.

The Dixie State University Trailblazers identity is announced to the public in a presentation in the Cox Performing Arts Auditorium.