

# Panther Prints

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## University Logo Gets New Look

Karen Rawlines

"Real Life. Real Learning. Right Here." It has taken over 25 years, but UPEI is finally getting an updated logo by which the university can be easily identified.

On the recent President's report, UPEI's new logo and theme-line were on display for the first time. This new logo replaces the older version, which has been in service since UPEI first opened in 1969. This shows another positive step that the university is making in keeping current and competitive in today's recruiting market.

The developmental process began last fall, with several surveys and other options shown to focus groups. These focus groups consisted of stake-holders in the institution: potential students, current students and parents of students, with a particular focus on the potential students. The surveys were conducted in Newfoundland, Nova Scotia, New Brunswick, and Prince Edward Island in searching for a good representation of what students look for in a university.

Sonya Banks, Director of Alumni, Development and Public Relations, stresses that this new logo is not a replacement of the University's coat of arms, which is currently in use. "When the coat of arms was designed, we knew we needed

a way to say UPEI," Banks commented, and pointed out that nowhere on the coat of arms is "UPEI" mentioned. The coat of arms will be kept, but reserved for more formal uses,

such as official documents from the president's office.

"I think it's important to look at the logo with the theme line, which is 'real life, real learning, right here,'" Banks

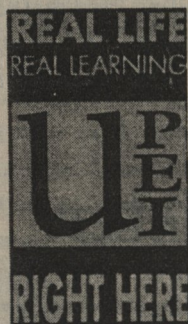
added. Designed by Halifax company MacArthur, Thompson and Law, the new logo does keep in context with what students are looking for today. Surveys of over 700 potential UPEI students, as well as current UPEI students, revealed that the University's strengths are location, friendly and comfortable lifestyle and environment, and quality education. These qualities are reflected in the theme-line.

The colours are also in keeping with a PEI motif, with the earthy red, ocean blue and green borrowed from the coat of arms, maintaining consist-

ency. The capital "U" on this new logo also follows with the UPEI graduation ring, which also features the capital "U".

It is a big step from the first logo used for UPEI, which boasted a very 70's look and an unaesthetically pleasing orange and green colour scheme. Officials say that it is their plan to keep this logo current by updating it every seven to ten years.

Students can expect to see the new and improved logo implemented gradually until it is instantly recognizable as the symbol for UPEI.



## Liberals Choose New Leader

At the recent Liberal Convention held at the UPEI Field House, liberals voted in Keith Milligan to replace the outgoing Premier Catherine Callbeck.

On the first ballot, Milligan took 2,237 of the votes. Wayne Cheverie, who had been favoured to win coming into the election managed to accumulate 1,836 votes. Ian (Tex) MacDonald, and Daniel Mullen scraped together 205 and 51 votes respectively.

The UPEI Campus was over-flowing with people and vehicles as thou-

sands of Liberals showed up to hear the speech of their next leader. Weather was

out. Farmers have been waiting for harvesting conditions and the wet fields

membership showing. Milligan's success may be partially attributed to the substantial rural turn-out as Mulligan was the only one campaign as a rural candidate.

Premier-Elect Keith Milligan is expected to take office within the next week. Rumours of a fall election some time in November have yet to be confirmed.

Milligan stated at the UPEI Leadership Debate, September 18, that a tuition freeze would not occur. Milligan however, was against tax harmonization.



Former Premier Catherine Callbeck



Premier Elect Keith Milligan

believed to be one of the reasons for such a large turn-

over the weekend may have resulted in a higher rural

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