



THE CADRE

Identity Crisis

UPEI struggles to choose its image

by Sarah K. Murphy
NEWS EDITOR

The thirty-one year old University of Prince Edward Island is faced with an identity crisis.

At a January 14th Senate meeting, a lengthy debate arose over the use of UPEI's Coat of Arms and its more modern logo.

"It is only a part of the larger discussion [about identity]," said Dr. Paul Boudreau, Psychology Professor and member of Senate. "We want to make that [identifier] something the university community can be proud of."

The Coat of Arms, which proudly adorns the walls of a number of campus buildings, was replaced in 1997, by the current U-logo, on most UPEI letterheads, business cards, and web pages. This logo, designed by McArthur Thompson and Law Inc., was conceived as part of a strategic marketing campaign and as a recruitment tool in which UPEI reportedly invested 8000 dollars. This new

identifier was to provide the university with a more consistent image.

"The intention was never to replace the Coat of Arms," said Suzanne Copan, Manager of Marketing and

emphasizing and embracing the University's heritage."

Boudreau believes UPEI should take better advantage of its historical context in representing itself regionally and nationally. In his opinion, the university's official Coat of Arms offers an effective way of doing so. According to Boudreau, it (The Coat of Arms) is therefore better suited for university documents, along with the UPEI calendar, web pages, business cards, instead of the U-logo.

Do we want both the logo and the Coat of Arms?

-David Buck

Communications at Advancement Services. The university, added Copan, was simply looking for an identifier which was more readily recognizable, unlike the Coat of Arms which can also be difficult to reproduce.

"The real point of the discussion," said UPEI President Wade MacLauchlan, "was the desirability of

"It [the Coat of Arms] reflects the historical narrative which predates UPEI," said Boudreau. This would set the university apart from institutions which lack UPEI's history.

A number of Senate members in attendance at this meeting believe that UPEI's Coat of Arms, gives a better reflection of the

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