



# NEWS RELEASE

UNIVERSITY OF REGINA

News & Information Services

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REGINA (July 20) -- The University of Regina has adopted for its official symbols both an advertising logo reflective of the institution's new status as an independent university and a coat of arms based on the old Regina College and Regina Campus emblems.

The logo, to be used on all university publications, advertisements, and correspondence, was designed by Professor Ted Godwin of the campus's Visual Arts Department. It consists of a small "r" and a "u" which joined together resemble two hemispheres - one dark, the other light. The symbol is, according to Professor Godwin, an expression of Man in the Prairies - "a vertical in the great, lone land."



The new university coat of arms is no different from the old Regina Campus emblem aside from its lighter green and gold colours and the obvious change of name. The shield of the coat of arms is emblazoned with a crown suggesting the city, a sheaf of wheat representing the province, and a small square containing symbols of the campus's former association with the University of Saskatchewan. An angled chevron divides the field. The rest of the emblem is made up of a crest consisting of a crescent symbolic of "growth" and a cross indicating "service and growth." The University of Regina motto "Ut Qui Ministrat" ("As one who serveth"), is located underneath the shield.

The coat of arms will also be used on university correspondence and promotional materials. It will appear as well on degrees and diplomas granted by the new University of Regina.

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