



ST JOHN'S COLLEGE

ESTABLISHED 1866

St John's College – 150 years and beyond

As a founding College of the University of Manitoba, St John's College is proud to be celebrating its 150th anniversary in 2016. As we look forward to the future and the next 150 years, St John's is pleased to unveil a fresh new look. While maintaining continuity with our original shield, and respecting our historical tradition, our desire is to foster a culture of academic excellence, social justice, and a collegial and inclusive community.

The new shield has all the same elements and placement as the previous shield. The individual elements have been redrawn and have more detail. The shield itself is tighter, has a friendlier shape with softer edges, and a stronger presence.

The beavers are more realistic, have a friendlier look, larger heads and more pronounced tails. They are a symbol of Canada, and represent the historical contribution of the College to the foundations of Canada and Manitoba as the earliest English language educational institution in the West.

The water uses four bands, and represents the four values of the college: academic excellence, respect for persons, building relationships with community, and cultivating a collegial atmosphere.

The eagle is the symbol of St John. It has been redrawn using the same shape and form as the old one. The lines are more defined and have more detail, and the claws were made smaller to make the eagle look less imposing.

All the elements of the shield work together to create a unified whole. From a formal design perspective, the visual gestalt principles of similarity, equilibrium, continuation, and figure ground create a good balance of unity and contrast.

The SJC brand story is about connecting with historic, cultural, and scholarly ideas. It's also about connecting learners with teachers. It reflects the long tradition associated with St John's College and its community.

Introducing red as the dominate brand colour gives the new identity energy. This acts as a metaphor for the vibrant academic community that St John's strives to foster.