

## Magazine response positive

by Neal Watson

It may have escaped your attention, but October marked the arrival of Campus Digest, Canada's newest national university magazine. Campus Digest editor Gunter Ott says their concept of a university magazine was developed over the summer of 1983 and after two issues the "readership reaction has been very positive."

Introduced to readers as a vehicle to provide information "especially for college and university students," Campus Digest will

be published 5 times during the academic year (October through April).

Ott says the goal of Campus Digest will be to provide students with information on campus activities, sports and entertainment.

The new magazine intends to explore university issues and "highlight student and faculty achievers" Ott says.

Campus Digest will be distributed with the cooperation of the Canadian Interuniversity Athletic Union and is available in campus bookstores.

Ott says the Digest, which is published by Campus Communications, will generate its revenue solely through advertising. Part of that revenue, Ott says, will be used to benefit athletic and various other associations on campus.

The Digest invites contributions from students and provides the opportunity for students to "display their skills in a national magazine" says Ott.

The next issue of Campus Digest should be in the bookstore this week.



After more than a year of work, the Visual Identity Committee has come up with new letterhead for the University of Alberta.

Presently there are more than one hundred letterheads in use at the University. Different departments have different letterheads with different designs and colours. Some administrators even have personalized stationery.

But a standard stationery should be in use by early February.

As last week's issue of *Folio* points out: "The lack of graphic standards has resulted over the years in an increasingly diffuse appearance for an institution that serves an essentially unitary goal: the acquisition, preservation, and transfer of knowledge." (*Folio* is the University's propaganda organ. Last week's issue dedicates four of its eight pages to the new letterhead).

Thus it was that last year President Myer Horowitz formed a committee to make recommendations concerning the development of a Visual Identity System.

The committee had a mandate to find a way to "reflect the cohesive nature of the University."

After much consideration, and many sleepless nights, the committee decided to adopt the logo designed by Art and Design Professor Walter Jungkind for the University flag which was unveiled for the 75th Anniversary celebrations, last year.

The design is a slight variation of the provincial coat-of-arms based emblem that was adopted way back in 1920.

The basic colours of the emblems will be golden brown and dark brown on cream coloured paper.

The emblem will be in the top left hand corner of the envelopes and letterheads. To the right of the emblem will be the name "University of Alberta."

There will be a line underneath all this and individual postal codes will appear directly beneath the line - no more names or personalized stationery.

The Committee expects this move will save the University on printing costs. (Unfortunately, everyone clamouring for the same type of paper could be too much for Printing Services and a bottle neck could develop. Departments are urged to order their paper well in advance).

But the main reason for the new letterhead has nothing to do with cost.

According to *Folio*, "a visual identity system is much more than the mere acquisition of a logo or symbol and its use in diverse situations."

"It is the coordinated design of visible elements in support of an identity that an organization has or wishes to promote. Thus, it reflects the essential characteristics of an organization, its purpose and place in society."

"The creation of a common visual identity would serve to reflect... in the public mind a perception that the University is a significant entity within Canada and abroad." ("Holy Bureaucratic Nonsense, Batman!")

With new paper soon to redefine the U of A's place in the world, the Visual Identity Committee can now turn its attention to signs on campus, and painting university vehicles.

In these days of overcrowding and underfunding, it is comforting to know the people in high places are so busily working on behalf of students.



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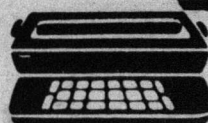
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# DO YOU HAVE SUGGESTIONS

FOR ALBERTA UNIVERSITIES?

You are invited to participate in a meeting of the Minister's Advisory Committee on University Affairs, chaired by Dr. Terry Moore, to be held on

MONDAY, JANUARY 30  
UNIVERSITY OF ALBERTA  
Room 3-15 University Hall  
10:30 a.m. to 11:45 a.m.  
1:30 p.m. to 4:30 p.m.

TUESDAY, JANUARY 31  
WESTIN HOTEL  
101 Avenue and 100 Street  
Turner Valley Room  
10:30 a.m. to 12:00 noon  
3:00 p.m. to 4:30 p.m.

The Advisory Committee on University Affairs is made up of citizen volunteers representing all areas of the province. Its purpose is to solicit the views of the public on matters affecting Alberta's universities and to pass them immediately and directly to the Minister of Alberta Advanced Education.

All interested persons are invited to attend. Groups and individuals wishing to speak with the Committee, or make written presentations should contact

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EDMONTON, Alberta T5K 0L1  
Phone 427-8493 (call collect)

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