

NEWS RELEASE

FOR IMMEDIATE RELEASE

September 17, 1985

Effective October 1, Cariboo College will have a new visual identity when a new symbol, consisting of two overlapping letter Cs, one blue, representing the blueness of the sky, the other the sand colour of the hills around Kamloops, with the overprinting effect creating a sagebrush green. The white counter form symbolizes the central interior location of the College.

The type to be used is the Cartier type, designed by Carl Dair, and the only one of Canadian origin in existence. Together, the symbol and the type will form Cariboo College's more contemporary signature.

The new logo was created by Dennis Fitzgerald, an instructor in the College's Visual Art and Design Department. Fitzgerald, a chartered designer of the Society of Industrial Artists and Designers in Great Britain, has worked with various corporations in Canada since 1967. "The new symbol is a clean, modern logo which reflects the character of Cariboo College today" said Fitzgerald.

Principal Charles Brewster stated that May 1, 1986 was the designated date for the complete switchover to the new symbol. Until that time, present supplies on hand would be used up and new supplies of such items as stationery, athletic uniforms and Bookstore items would be ordered featuring the new symbol and colours.

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For further information please contact:

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PLEASE NOTE: Camera ready material will be forwarded as soon as it is available to be used on all future ads submitted by Cariboo College