

# *Communiqué*



August 17, 2007

## **Heritage College Launches Its New Corporate Logo and Colours**

Effective today, Heritage College and its Board of Governors are launching a new visual corporate identity which symbolizes its past, present and future, from the evolution of the College and its relationship with the community since 1988 when it became an autonomous cégep, through its transition to a promising future.

Last year, as part of a renewal process which started with the adoption of a new College mission statement in 2006 and continued with the more recent adoption of related supporting statements of principle, the Heritage Board of Governors set in motion the development of a new visual corporate identity for the College. Following a competition, during which local professional graphics firms submitted several potential designs, a Steering Committee of the Heritage Board narrowed the field to two designs. Then, consultations involving Heritage Board members, staff, students, and local Secondary V high school students proved to be very instrumental in the Board's ultimate choice for Heritage College's new corporate signature and colours. This renewal process will culminate later this year when the Board adopts a new Heritage College Strategic Plan for 2007-2010.

In the new Heritage College corporate signature, the two curved vertical strokes of the stylized "H" logo represent the link to the past and the promise of the future, while the horizontal stroke connecting them depicts the continuity and transition offered by the present. The particular lettering in the name was chosen to harmonize with the curves of the logo and to capture the essence of the word "Heritage," while the plain style of the characters used in the word "College" is meant to reflect the more formal nature of post-secondary-level education.

The two new colours chosen to complement the symbolism of the corporate signature are a warm gray and a golden yellow. The gray lends a more formal aspect, representing the structure and stability of an educational institution, while blending more harmoniously with the golden yellow than traditional black. The golden yellow symbolizes the energy of youth, as well as its confidence and optimism.

In keeping with the importance which Heritage places on safeguarding the environment, the paper stock selected for its new stationery items has a significant percentage of recycled content, as much as 100% recycled content in many cases.

The College marked the occasion of the launch today with a cake-cutting ceremony at the traditional Fall semester startup barbecue attended by Board members and staff. Heritage has also launched a new look for its website at [www.cegep-heritage.qc.ca](http://www.cegep-heritage.qc.ca).

