



MEMORANDUM

TO: Dr. Michael Stevenson, President and Chair of Senate
FROM: Warren Gill
DATE: February 21, 2006
SUBJECT: Revised Coat of Arms

FOR INFORMATION

Simon Fraser University was granted a coat of arms (the University crest) in 1965 by the Scottish heraldic office of the Court of Lord Lyon in Edinburgh at the request of our first president, Dr Patrick McTaggart-Cowan. The coat of arms is the principal symbolic element of the visual identity of Simon Fraser University as such crests are widely recognized to represent universities.

The Canadian Heraldic Authority was established in 1988 to create new coats of arms and to register coats of arms that were created outside Canada prior to 1988. SFU has not registered the arms that were granted in 1965 with the CHA. Symbols created or registered by the Canadian Heraldic Authority can be granted special protection under the Trade Marks Act against unauthorized use.

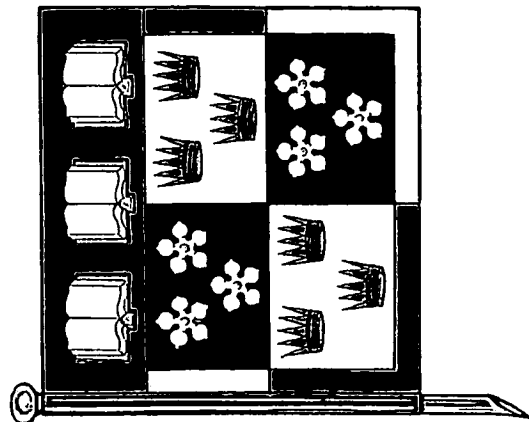
As part of our 40th anniversary celebrations, it was suggested that we request that the Canadian Heraldic Authority officially grant a coat of arms, flag and badge to SFU.

The original coat of arms was based upon that of the Frasers of Lovat, from which Simon Fraser was descended. In creating the coat of arms for SFU the Lord Lyon of the time chose the Lovat shield and in an effort to differentiate it from the family crest added a 'chief' or upper part that included an open book and two crosslets. The crosslets were derived from the Macdonnell family arms simply because Simon Fraser and a key ancestor married Macdonnells, and their presence has implied that SFU is a religious institution.



After internal discussion and consultation with the Chief Herald of Canada, it was suggested that coat of arms be revised to better represent the secular, diverse institution we are today. A revised design was requested as part of the granting process. As a result, it is proposed that the two crosslets in the original be eliminated and replaced with open books. The new arms with three open books in the 'chief' symbolize knowledge, are parallel in form to the three strawberry flowers and crowns of the Lovat shield, and can be seen to represent our three campuses. The difference from the original is minor, but symbolically important as we move forward as an institution. The new coat of arms is central to the process of creating a new, uniform visual identity for SFU that is currently being studied by a committee and consultant team and which will be brought forward for consideration later this year.

I recommend that the revised coat of arms and flag, as shown in the attached preliminary art, be approved by the Board of Governors and that this proposal be forwarded to Senate for information.



Simon Fraser University
 PRELIMINARY DESIGN / DESSIN PRÉLIMINAIRE

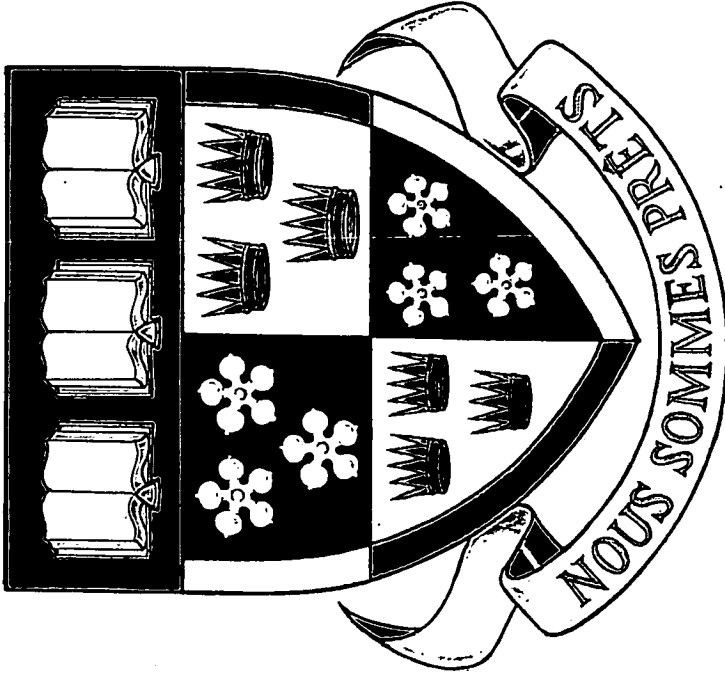
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 8000 University Avenue
 Burnaby, BC V5A 1S6

PETITIONER'S APPROVAL
 APPROBATION DU DEMANDEUR

- Approved / Approuvé
- Approved with changes indicated / Approuvé avec changements indiqués

Signature _____ Date _____



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