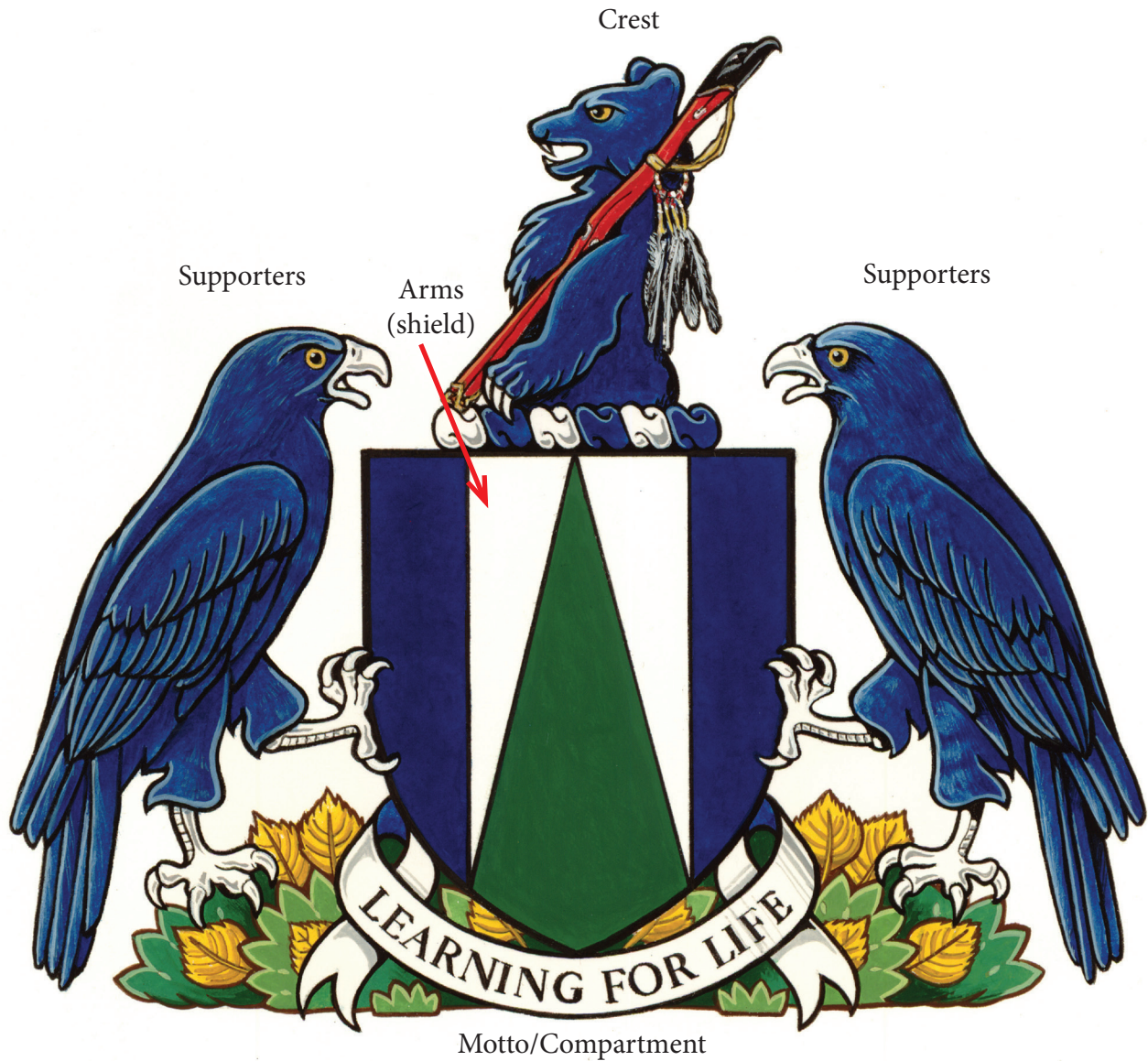




**UNIVERSITY COAT OF ARMS  
USAGE GUIDELINES**

# THE COAT OF ARMS

On August 15, 2011, Athabasca University received official armorial bearings by the Canadian Heraldic Authority, which is headed by the Governor General of Canada. Starting with a wide-reaching institutional consultation phase, we asked questions such as; what animal, flora, fauna symbols would best represent AU? This began the application process, which resulted in the university being granted its own coat of arms.



## ARMS

Blue and green are the main colours of the university Coat of Arms. The central white section, known as a Canadian pale, is taken from the National Flag of Canada, and here represents an open gate, thus symbolizing Athabasca University's commitment to accessibility in education. The green triangle represents a spruce tree and, by extension, the region of northern Alberta. It also alludes to the letter A and to the idea of striving upwards.

## CREST

Located at the top on the crest section, the bear is a local animal, courageous and at the same time nurturing. The bear represents the west as well as wisdom and knowledge, and is a significant spirit helper in Woodland Cree culture. The bear is holding the Athabasca University mace, which represents the authority of the university itself.

## MOTTO

AU's motto, since 1977—Learning for Life—is prominently displayed beneath the shield in the compartment section of the coat of arms, which is represented as poplar leaves, another Athabasca and central Alberta regional reference.

## SUPPORTERS

The supporters on either side of the shield are depicted as eagles or hawks, which are also represented in the AU mace. Eagles symbolize strength and prowess and are known for their wisdom.

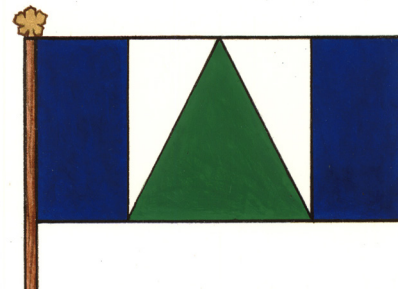
## FLAG AND BADGE

The badge and flag are intended for use as alternative symbols separate from the coat of arms. They are simple symbols associated with the coat of arms but intended for use as separate symbols.

The flag is a banner/depiction of the arms arranged as a rectangular flag.

The badge, resembling a globe is emblematic of the global reach of distance learning. The poplar branch repeats the reference made by the leaves shown at the feet of the supporters.

Taken as a whole, the coat of arms represents Athabasca University on several levels: symbolizing our geographic northern/central Alberta location, our strength, openness, tradition, history and wisdom.



Note: Elements of the coat of arms may be used separately but changing them in any way is not permitted.

# USAGE OF THE COAT OF ARMS

The coat of arms is an emblematic description of the university. The coat of arms is used at official or ceremonial occasions of formality. In general, it is used on invitations for formal university events, materials for convocation, degrees, diplomas, certificates, awards or commemorative pieces.

They should be used to represent the university in conjunction with national, governmental or religious symbols, other coats of arms, or similar symbols of a higher level of formality than a logo.

The coat of arms and university seal are not substitutes for the university logo. The coat of arms may be used in conjunction with the university wordmark, but it is not to be accompanied by the full university logo. Only one symbol should be used to identify the university on any project.



Athabasca University



## THE UNIVERSITY ACADEMIC SEAL

The university has two legal seals: the Corporate Seal and the Academic Seal. The University Secretary retains custody authority for their use. Pursuant to the General Faculties Council (GFC) By-laws Part IV - Academic Seal, Section 1; The academic seal shall be in the custody of the University Secretary or such other person as the GFC may from time to time designate.

The academic seal is used to imprint official transcripts of student academic records and documents, such as degrees, diplomas, certificates and transcripts, attesting to information contained on student records and shall be signed by the Registrar or designate.



## THE UNIVERSITY CORPORATE SEAL AND BOARD SYMBOL

Pursuant to the Board By-laws, Part 11, Section G Corporate Seal and Signing Authority - 1. The seal will be the corporate seal of the Board, as shown below.

The symbol for the Governors of Athabasca University is the central arms/shield and the university motto taken from the coat of arms. Elements of the coat of arms may be used separately but changing them in any way is not permitted.



**SAMPLE OF ATHABASCA UNIVERSITY  
DEGREE PARCHMENT**

# Athabasca University



On the authority of The Governors of Athabasca University,  
this document certifies that

**Jane Doe**

having successfully completed all the statutory  
requirements has been granted the degree of

**Bachelor of Arts - Integrated Studies**  
in Community Studies and Work, Organization and Leadership  
With Distinction

Given at Athabasca University on the thirteenth day of February, two thousand thirteen.

President  
Official Signature



Registrar  
Official Signature

# CANADIAN HERALDIC AUTHORITY SYMBOLISM OF THE ARMORIAL BEARINGS OF ATHABASCA UNIVERSITY

As granted by Bruce Patterson, Deputy Chief Herald of Canada, on August 15, 2011 and entered in volume VI, page 63 of the public register of arms, flags and badges of Canada. Below is a representation of the official heraldry parchment, that is hand painted by David Farrar with calligraphy by Shirley Mangione. The original parchment hangs in the front entrance of the Academic Research Centre in Athabasca, Alberta.







## TO ALL TO WHOM

these Presents shall come or whom the same may in any way concern. GREETING BY Bruce Patterson, Deputy Chief Herald of Canada. WHEREAS a request that armorial bearings be granted has been received from ATHABASCA UNIVERSITY, Athabasca, Alberta, created on the 25th day of June 1970 by an Order of the Lieutenant-Governor-in-Council. AND WHEREAS a Warrant has been issued by the Deputy Herald Chancellor authorizing this grant NOW KNOW YOU that pursuant to the authority vested in His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D., Governor General of Canada, to exercise the armorial prerogative of Her Majesty The Queen of Canada, and to the terms of my Commission of Office, I, the Deputy Chief Herald of Canada, do by these Presents grant and assign to ATHABASCA UNIVERSITY the following Arms:

Argent on a Canadian pile Argent a pile reversed throughout Vert. And for a Crest A demi-bear Azure supporting on its shoulder the mace of Athabasca University proper. And for a Motto LEARNING FOR LIFE. And for Supporters Two hawks Azure beaked and membered Argent standing on a grassy mount set with poplar leaves proper. And for a Flag A banner of the Arms. And for a Badge On a plate edged Azure a sprig of three poplar leaves Vert.

AS THE SAME are more plainly here depicted and entered in Volume VI, page 63 of the Public Register of Arms, Flags and Badges of Canada to be borne and used for ever hereafter by ATHABASCA UNIVERSITY, all according to the Law of Arms of Canada. GIVEN under my hand and the seal of the Canadian Heraldic Authority at Rideau Hall in the City of Ottawa this fifteenth day of August in the year Two thousand and eleven. IN TESTIMONY WHEREOF Stephen Wallace, Deputy Herald Chancellor, and Emmanuelle Sajous, Deputy Herald Chancellor, have witnessed this grant with their signatures.



## À TOUS CEUX QUI

verront les présentes ou que les présentes concernent. SALUT DE la part de Bruce Patterson, héraut d'armes adjoint du Canada. CONSIDÉRANT QU'une demande de concession d'emblèmes héraldiques a été reçue de la ATHABASCA UNIVERSITY, Athabasca, Alberta, créée le 25<sup>e</sup> jour de juin 1970 par un décret du Lieutenant-gouverneur en conseil. ET CONSIDÉRANT QUE le vice-chancelier d'armes a émis un mandat autorisant cette concession. SACHEZ QUE conformément à l'autorité dont est investi Son Excellence le très honorable David Johnston, C.C., C.M.M., C.O.M., C.D., gouverneur général du Canada, d'exercer la prérogative en matière d'armoiries que Sa Majesté la reine du Canada lui a concédée et conformément aux dispositions de notre commission d'office, Nous, le Héraut d'armes adjoint du Canada, par les présentes, concédons et assignons à la ATHABASCA UNIVERSITY les armes suivantes:

D'azur au pal canadien d'argent chargé d'une pointe de sinople. Et pour cimier Un demi-ours d'azur supportant sur son épaule la masse de la Athabasca University au naturel. Et pour devise LEARNING FOR LIFE, signifiant Apprendre pour la vie. Et pour supports Deux faucons d'azur becqués et membrés d'argent, debout sur un monticule herbeux orné de feuilles de peuplier, le tout au naturel. Et pour drapeau Une bannière aux armes. Et pour insigne Un besant d'argent liséré d'azur bordé d'une branchette à trois feuilles de peuplier de sinople. LESQUELS emblèmes sont ici figurés et consignés dans le volume VI, page 63 du Registre public des armoiries, drapeaux et insignes du Canada pour être portés et utilisés à perpétuité par la ATHABASCA UNIVERSITY le tout conformément au droit héraldique du Canada. (DONNÉ sous notre sceau et le sceau de l'Autorité héraldique du Canada à Rideau Hall, dans la ville d'Ottawa, ce quinzième jour d'août en l'an deux mille onze. EN FOI DE QUOI Stephen Wallace, chancelier d'armes, et Emmanuelle Sajous, vice-chancelier d'armes, se portent témoins de cette concession en apposant leur signature.



Herald Chancellor - Chancelier d'armes



Deputy Chief Herald of Canada - Héraut d'armes adjoint du Canada



Deputy Herald Chancellor - Vice-chancelier d'armes