MacEwan University rolls out a new brand

Edmonton - After a year and a half of campus-wide and external community consultation, MacEwan University is pleased to announce the launch of its new brand.

For most of its 41 year history, MacEwan University had been a community college. In 2005 it became a degree granting institution and four years later, in 2009, it received university status. At that point there was no change in its visual identity. Over the last four years, however, there has been a tremendous amount of change.

In order to help clarify its position within the post-secondary marketplace and to clearly identify what kind of institution it was going to be, a period of consultation was initiated. The consultation process brought together more than 700 faculty, staff, students, alumni and members of the community to provide insight into what makes MacEwan University special.

The process defined eight foundational University Pillars – commitments that define its unique culture and approach to education. The Pillars are summarized in its new brand concept, "Connected - Engaged - Inspired." It is a concise statement that summarizes the kind of engaging, quality education and unique student experiences that consistently place MacEwan University at the top of the Globe and Mail student satisfaction surveys. This platform not only clearly defines the university, it also provides a solid base for the university’s strategic and academic planning.

The development of the new logo also involved the university community and external stakeholders. A wide range of approaches and opinions were expressed and in the end the logo was built around the profile, history and the core ideas at the heart of MacEwan University's brand story.

The "tower symbol" that anchors the logo represents the university’s "sense of place and community" and celebrates the distinctive heritage of the MacEwan University architecture. The towers have an iconic status on the Edmonton skyline. The arching "pathway" through the towers symbol represents the transformative learner journey that MacEwan University makes possible.

"MacEwan is a university. It was time to say so clearly," states David Atkinson, MacEwan University’s president. "This was a natural progression that needed to take place as we defined who we were going to be as a university."

If you would like to learn more about MacEwan University’s amazing brand journey, you can join the conversation on MacEwan.ca/Connect.

Founded in 1971, MacEwan University is a comprehensive university offering more than 65 programs including undergraduate degrees, applied degrees, diplomas, certificates, continuing education and corporate training. Its philosophy of inspiring minds, academic excellence, and providing career opportunities continues to be its guide as it serves the educational needs of students across Alberta, Canada and the world.