



**Caritas Hospitals Foundation**

The 3 member hospitals – Edmonton General, Grey Nuns & Misericordia – are represented by stylized hands which suggest reaching out and caring. The cross is an integral part of the logo for this Catholic foundation.



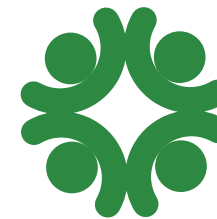
**Canadian Society of Plastic Surgeons** – the initials CSP form a stylized maple leaf.



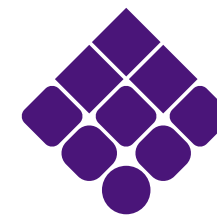
**Speech & Hearing Association of Alberta** – the two circles represent hearing devices, and the waves a source of sound.



**The Health Line** was a phone service established before the advent of online health information. I emphasized “a 1” to reinforce the idea of good health.



The **Boyle-McCauley Health Centre** logo depicts the response of the community centre to people in need.



**Roland Michener Recreation Centre** in Red Deer is a resource for the mentally handicapped.



Central to **Alberta Environment's** mandate are protection of the environment and management of water resources.

The logo stylizes the letter "e" for environment as an eddy of water contained within a triangular shape representing "A" for Alberta.



Graphics designed for the department's environmentally friendly official car, a hybrid Toyota Prius.

Tabloid detailing the government's plan of action for dealing with climate change.

ALBERTANS & CLIMATE CHANGE

# Taking ACTION

## Highlights

October 2002

*In May 2002, the Government of Alberta released a draft Plan for Action proposing an Alberta approach to address the issue of climate change and reduce greenhouse gas emissions.*

*After months of public discussion and consultations, Albertans are now committed to a plan for Taking Action.*

**Highlights of Alberta's action plan on climate change:**

- Taking immediate action on climate change
- Working collaboratively on partnerships
- Making strategic investments that help Alberta address climate change and continue to develop a competitive Alberta economy

**Alberta**  
GOVERNMENT OF ALBERTA



Mobile Air Monitoring Laboratory

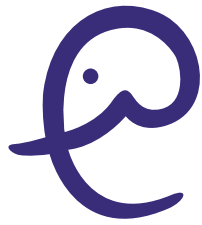


**Office Ecology** is an Alberta Environment initiative for encouraging environmentally friendly practices in the workplace.

Alberta Environment invited staff to an official launch of its new logo at Blatchford Hangar in Fort Edmonton Park. This paper airplane invitation came with instructions for assembly. The launch party, themed **The Sky's the Limit**, featured a contest to see who could make the airplane fly the farthest.



The **Green Power** logo was developed to publicize the Government of Alberta's pledge to use electricity from green power sources in government-owned facilities.



The concept for the **Edmonton Valley Zoo** logo came to me during a condominium board meeting, and I remember exclaiming "Eureka" when the idea hit! The letter "e" stands for Edmonton as well as for Elsie, the zoo's elephant mascot. See Signage Section for more zoo graphics.



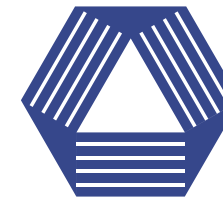
**Red Willow Park** in St. Albert wanted a logo for its beautiful park. When I learned that the red willow is not a tree, but a multi-stemmed bush, the design solution seemed obvious.



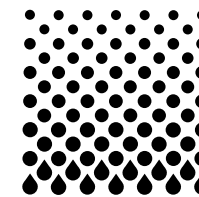
Dr. Baird, chief curator of the **Royal Tyrrell Museum of Palaeontology** in Drumheller, decided on the *Albertasaurus* as symbol of the museum. A carnivore which once roamed southern Alberta, *Albertasaurus* was capable of moving at high speeds, an attribute I conveyed in the logo. See Exhibits Section for more on the museum.



Developing a logo for the Government of Alberta's **Innovation & Science** was a challenging design exercise. With feedback from Director of Communications Val Mellesmoen I arrived at a solution incorporating metaphors of science and invention.



**Alberta Telecommunications Research Centre** – a prism with lines radiating from the centre is used to suggest transmission of energy.



In the early years of the industry, **Alberta Oil Sands Technology Research Authority** funded projects for the recovery of oil from the sands. This logo symbolizes the extraction process.



The former **Human Rights Commission** has now been absorbed by another government body. However, I still like this logo, in which the initials "hr" for human rights form a person holding the "yardstick" by which society measures fairness.



The mission of the **Canadian Centre for Social Entrepreneurship** is to encourage innovative approaches to resolving critical social issues through collaboration of volunteer, government and business sectors.



When my logo for the Alberta Arbitration and Mediation Society came to the attention of J. A. Tuck, secretary of **Arbitrators' Institute of Canada Inc.**, he was struck by my successful translation of the concept of arbitration into symbolic terms. The logo was adopted by the national organization, an unusual "upgrade" of my work!



Luck played a large part in the design of this logotype for the **University of Alberta Faculty of Law**. The initials for U of A conveniently presented themselves within the name.



The **Alberta Law Reform Institute** logo is based on the age-old symbol of a column, representing the seat of government and law.



The initials "AMP" form the logo for **Alberta Motion Picture Development Corporation**.

**ASRA** is Alberta's senior body of scientific research, which works with its partner institutes to advise government on priorities and policies. The type of the "parent" logo is varied in each of the institute logos, and the important "R" for Research is highlighted in each. Icons of leaf, electric bolt and wheat stalk provide a visual explanation of each acronym.



**Contact North**, a distance learning centre stationed in Northern Ontario, uses the latest technology to deliver educational material. I chose to retain the loon as the symbol of the North used in their previous logo, but transformed the loon's body into a book with "digitalized" pages to make a statement about the mode of learning.



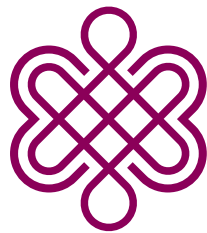
**Athabasca University Educational Enterprises** – the initials "A" & "U" are stylized into the flame of knowledge.



**Keaton International Schools**, based in Taiwan, operates English language classes in many centres.



Edmonton-based **Big Brothers & Big Sisters** is a non-profit organization that finds adult role models for kids in need of an enhanced family environment. The symbol merges positive and negative images of paired faces to form a butterfly, suggesting transformation.



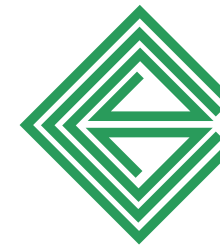
**Edmonton Chinese Citizen Lodge** is represented by the traditional endless knot, pan-zhang, which symbolizes long life without setbacks. The letter "E" for Edmonton cinches the knot.



A set of books makes up the logo of the **Book Publishers Association of Alberta**.



The former Alberta Child Welfare Act was recently replaced by the **Child, Youth & Family Enhancement Act**. The new symbol depicts love and caring, which the Act hopes to foster. I came up with a slogan, "Building Strong Families" to use with the logo.



An historic home along Edmonton's scenic Saskatchewan Drive was converted into the **Energy Conservation Centre**, where dynamic displays show the "how-to's" of energy conservation. Its logo adapts the initials "ECC" to demonstrate the containment or conservation of energy.



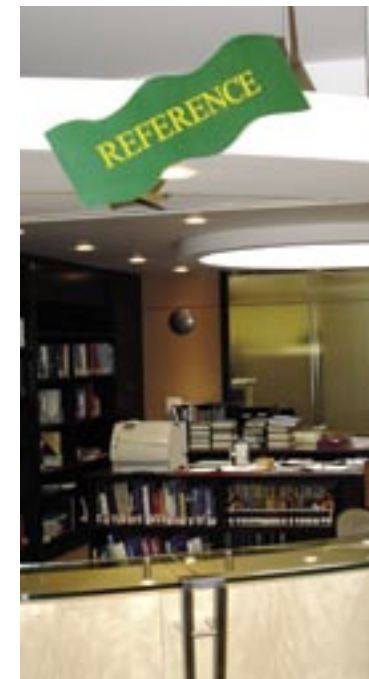
Stylized law and order shields represent the **Calgary Courts Centre**, a system of 3 law courts.



Since 1979, I have been looking after design of the **Edmonton Public Library's** visual image. From development of the logo in early days to the recent re-branding of the Library, I have really enjoyed working with Communications Manager, Iolani Domingo, one of a handful of library image specialists. In the following pages I have included a variety of works designed for fund-raising events, signage programs, posters, annual reports, and other print material from 25 years of work at the Library.



Logo and early signage for the main library.



The expansion and upgrading of the library system necessitated a new signage program.





Signage at the Children's Library in the downtown Stanley A. Milner Library.

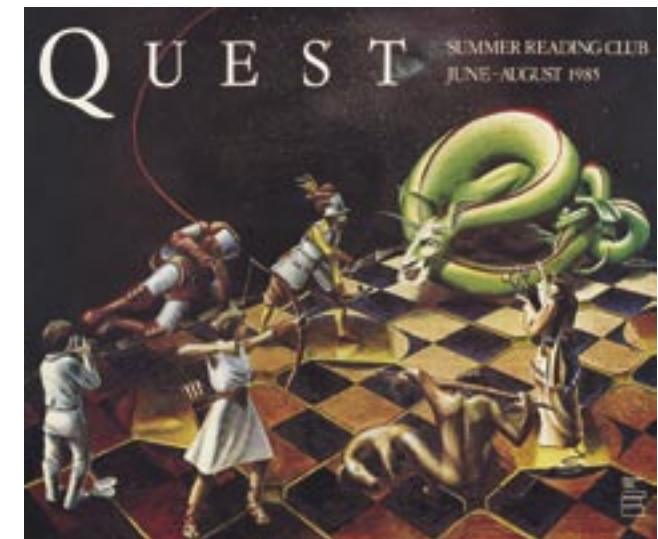
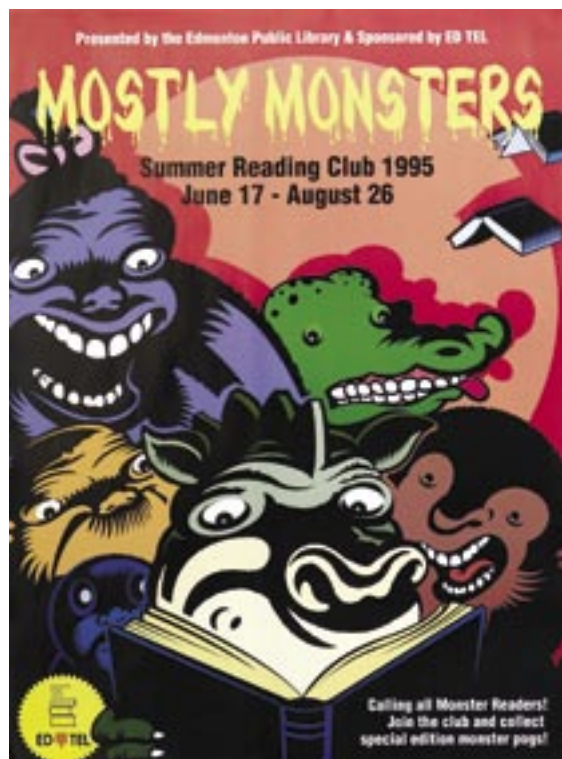


The new Whitemud Crossing Library occupies the space of a former multi-theatre complex. Its high ceiling inspired the design of this banner signage.

This rare photo (circa 1980) illustrates a typographic solution for graphics on a book trailer.



The Library organizes an annual summer reading program which encourages children to practise their reading skills during the holidays. Every year a different theme is used for the promotional material.



Folding Christmas card with greetings in 28 different languages for Multilingual Bibloservice Alberta.



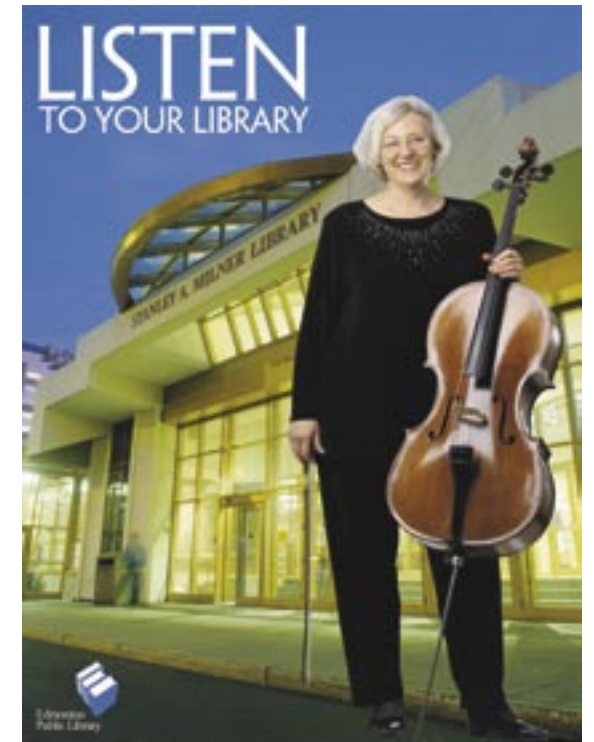
Poster for the Open House of **Strathcona Library**, Edmonton's oldest library.

Top right – poster for fund-raising event, **The Reading Edge**, to benefit literacy programs and the children's collection.



Above – commemorative book for Alberta's 75th anniversary.

Left – poster for the **Children's Book Swap** event.



Poster to encourage membership in the Edmonton Public Library.

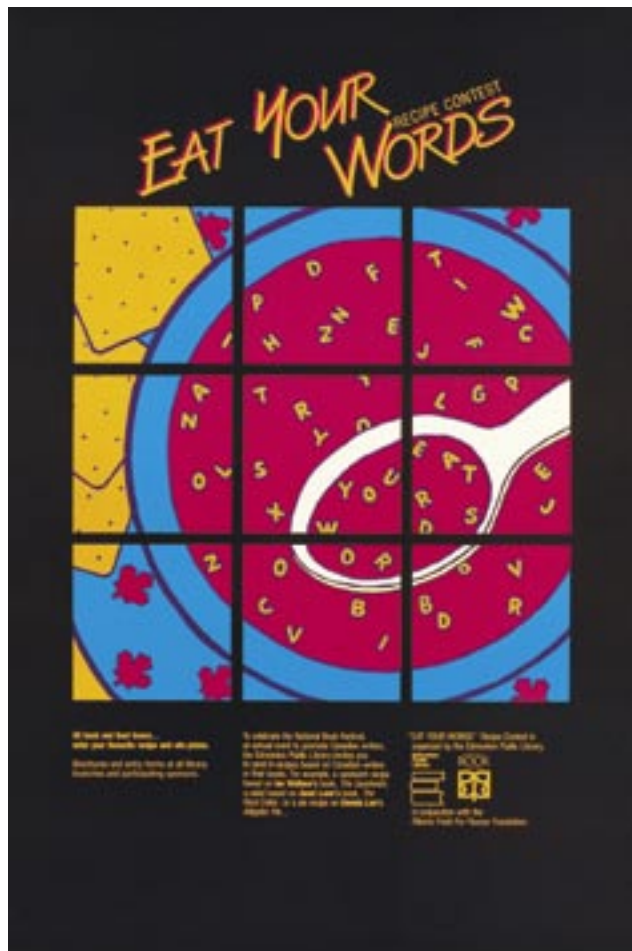
Poster to promote the audio section of the library.



Logo for another fund-raising event, **Libraries For The Future: Foundations of Learning**



Logo celebrating the 90th anniversary of the Library in 2003.



Top left – poster announcing a recipe writing contest.

Right – poster promoting a young writers' conference.

Left – poster to promote a literary event presented by Alberta Libraries.



Left – Carnival Ex Libris was one of many fund-raising events organized by the Library.

Right – annual report.



Logo for the **Friends of the Library** organization.

Design used on plastic library book bags.

