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New brand reflects evolution of University of Lethbridge, looks ahead to future

Guided by the directions of the new Strategic Plan, inspired by thousands of voices and informed by time-honoured values, the University of Lethbridge unveils a new brand and logo today. The new visual identity respects the University's trailblazing past, reflects its ongoing evolution and is designed for where it's going.

ULethbridge President and Vice-Chancellor Dr. Digvir Jayas says the time is right for the University to tell its incredible story in a new way.

"The launch of our new Strategic Plan this spring laid the foundation for the next decade, defining who we are, our values and commitment to the people and communities we serve," says Jayas. "Our new brand is born out of that work and shaped by extensive engagement sessions with our students, employees, alumni and community partners."



The brand's purpose speaks to building a community of learners who are fluent in many perspectives. Its promise is to create an atmosphere where people connect deeply and see clearly, enhancing self-awareness, enriching relationships and empowering individuals and communities to create meaningful and lasting impact.

The new brand's visual elements support its purpose and promise. The sun and the Fiat Lux motto have been meaningful symbols to the ULethbridge community, and the new brand evolves the sun into its next iteration in a way that reflects the University's values.

The new sun consists of radiating beams that reflect light, energy and the enduring legacy that guides the ULethbridge community. Four keystone poles form a tipi's strong foundation, representing stability, support and collective strength. The central opening looks to the sky, signifying perspective, aspiration and the spirit of shared learning that defines the university.

“The symbolism of our brand includes elements inspired by the land, the sun, the rolling coulees, the open sky, the tipi opening to the world — these are all a part of our story,” says Dr. Leroy Little Bear (BASc (BA) ’72, DASc ’04), Vice-Provost, Indigenous Relations. “Together, these elements represent a multitude of perspectives — honouring a diverse community, acknowledging Blackfoot territory, embracing inclusion, and inspiring a future shaped by collaboration and shared understanding.”

Beyond the new logo, the comprehensive brand includes a new brand story, a tone-of-voice strategy, new graphical elements (echoing the topography and form and flow of the coulees), new typography and a purposeful photographic philosophy.

Ensuring ULeithbridge’s brand is modern, relevant and compelling is also extremely important from a financial sustainability perspective. Articulating ULeithbridge’s strengths and unique attributes is critical in connecting with external audiences, including prospective students, alumni, donors, funders and others.

Dr. Rick Casson (LLD ’13), Chair of the ULeithbridge Board of Governors, says the branding initiative is an important investment in the University.

“Our brand is essential in helping the University differentiate itself from other post-secondary schools. It needs to reflect who we are as an institution, our values and what we aspire to be,” says Casson.

The brand project began in earnest more than 10 months ago and was done in conjunction with Stormy Lake Consulting and Will Creative, industry-leading experts in research-informed strategy and creative expression. The firms were awarded the contract out of a field of 20-plus highly competitive bids.

A brand website has been created detailing the new brand and is available at uleithbridge.ca/brand. As well, the [brand story](#) and [brand spot](#) videos are available on the University’s YouTube channel.

QUICK FACTS

- More than 1,000 students, faculty, alumni and community members participated in the discovery phase of the branding project.
- The Pronghorn brand remains untouched and fits well within the new ULeithbridge brand.
- The University’s signature blue and gold colours remain, aligning with the Pronghorn spirit, with a secondary palette inspired by its surroundings, including grey, sunset red, wolf willow green and lilac purple added for greater flexibility of use throughout the institution.
- The University’s shield logo will still be utilized ceremonially and on official parchments.
- The brand transition will be gradual and phased in throughout the University.
- Committed to making sustainable choices, materials with the old brand will not be discarded. People are asked to continue using existing branded items until they are naturally depleted.

Included Files

OpenHouse-graphic.jpg — An example of an advertising campaign using the new brand

Students-Crew.jpg — ULeithbridge students with newly branded crewneck sweatshirts

Sun-graphic.jpg — Describes the elements that make up the new iteration of the ULeithbridge sun logo

Media Short video — <https://www.uleithbridge.ca/unews/video/media-short>

A short recruitment advertising clip showcasing the brand in action

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Our University's Blackfoot name is Iniskim, meaning Sacred Buffalo Stone. The University is located in traditional Blackfoot Confederacy territory. We honour the Blackfoot people and their traditional ways of knowing in caring for this land, as well as all Indigenous Peoples who have helped shape and continue to strengthen our University community.