



For immediate release — Thursday, September 4, 2025

## University of Lethbridge to unveil new brand identity

Join the University of Lethbridge as it launches its new identity and details its new brand story on the first day of classes.

**WHAT:** Brand story, identity reveal and free BBQ

**WHEN:** Monday, Sept. 8, 11 a.m. to noon

**WHERE:** Science Commons Atrium, University of Lethbridge campus

Guided by the directions of the new Strategic Plan, ULethbridge undertook a comprehensive brand and identity refresh process. The results will be unveiled by ULethbridge administrators, faculty, staff, students, alumni and community supporters who all played a role in the new brand's development.

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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.*