

History of JACFA Series: The JACFA Logo

Ever wonder where the JACFA logo came from?

Not long after the John Abbott College Faculty Association was accredited as a union, it turned its attention to the all-important issue of what its logo should be. In the December 2, 1974 *Communiqué* (JACFA News' predecessor), a proposed logo was unveiled with the message:

"We take strong exception to the proposed logo for JACFA. It appears to portray a severe state of empty headedness, and thereby, we believe, is not representative of the majority of the Faculty at the College...."



"Unless there is a groundswell of contrary opinion, the Association Executive intends to recommend its adoption at the next general meeting."

... and it wasn't long before two petitions arrived. The first, from the Science Division, read:

"We, the undersigned, do not approve of the John Abbott College Faculty Association logo... Of the twenty-two people solicited for polling purposes, 21 felt the logo design was unacceptable – a formidable groundswell of opinion."

Not far behind was one from the Psychology Department:

"We take strong exception to the proposed logo for JACFA. It appears to portray a severe state of empty headedness, and thereby, we believe, is not representative of the majority of the Faculty at the College.... The proposed logo seems to exemplify the antithesis of academic enrichment, and to emphasize a scholarly façade, instead of intellectual substance. We would be particularly offended and embarrassed if this symbol came to represent us."

In its second attempt, the JACFA Executive decided that discretion was the better part of valour, and decided to ask for professional advice. The husband of Anne Mines (an Executive member from Nursing in 1974-75) worked for a graphic arts company, and for the princely sum of \$100, they designed a logo for JACFA (a bargain – at the same time they designed the CBC's logo for \$250,000!!!).



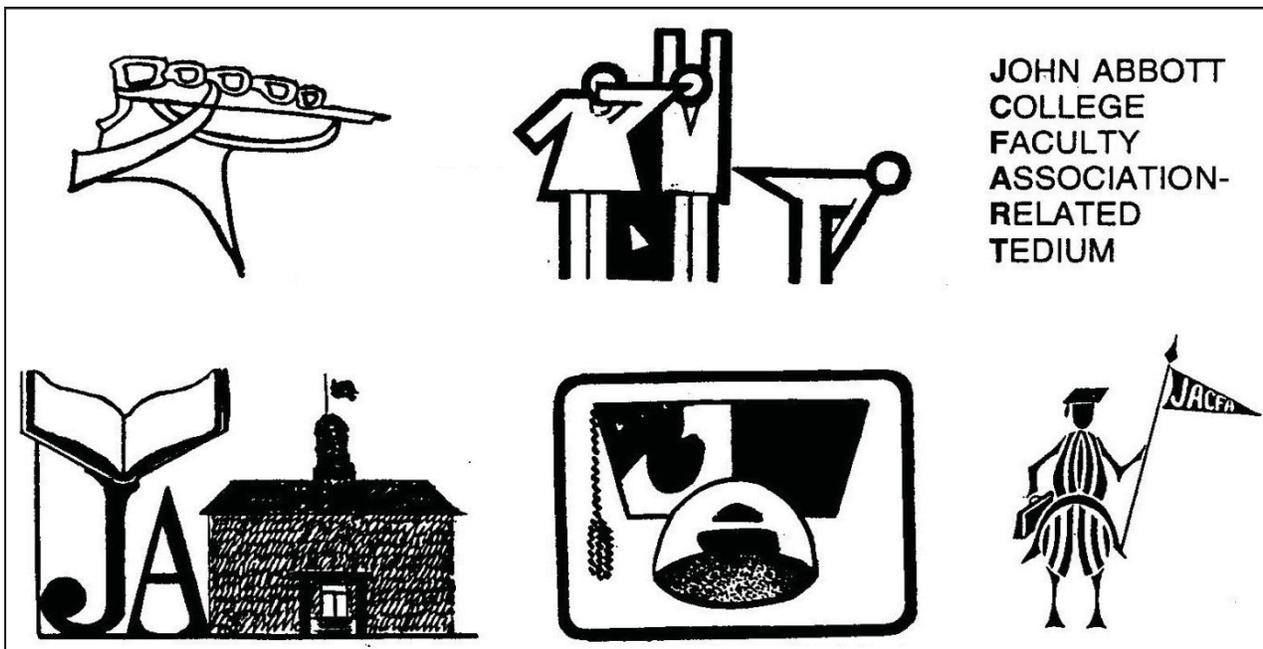
According to Anne, the first two figures in the logo represent a teacher and an administrator. The teacher and administrator are touching each other to show them as united (it must have still been the Age of Aquarius!). The third figure (walking away) is a student.

The alternative interpretation that circulated for many years was that it showed a permanent teacher and an administrator saying good-bye to a non-permanent teacher (or a MED) who had lost his or her job...

This article would not be complete if we didn't mention the 1997 contest organized by Larry Weller to find a replacement logo for JACFA. The call for entries read:

"Don't you think it is about time we give those JACFA logo munchkins a severance package? The JACFA Executive certainly does..."

Below are a few of the entries...



The General Assembly decided that maybe the little munchkins weren't so bad after all!

Given past experience, you may rest assured that the current JACFA Executive has no intention of changing the JACFA logo!

FNEEQ Now on Facebook and Twitter!

In order to keep union members more well informed with timely and current updates, FNEEQ is now on Facebook and Twitter.



<http://www.facebook.com/FneeqCSN>



www.twitter.com/FneeqCSN