

CONESTOGA COLLEGE COAT OF ARMS POLICY

Approving Authority: Academic Coordinating Committee

Policy Lead: Office of the President

Administrative Contact: Director of the President's Office

Effective Date: April 1, 2012

Revision Date: November 6, 2024

POLICY STATEMENT

The Armorial Bearings of Conestoga College Institute of Technology and Advanced Learning were granted approval in 1977 by the Kings of Arms at the College of Arms, London, England. The Coat of Arms and Crest together comprise the full Armorial Bearings.

DEFINITIONS

ARMS

The three Phoenix heads rising out to the flames stand for Art, and for the creative process exercised by all artists in their chosen media. The wheel in the centre of the shield symbolizes Technology, since it is both the most ancient of inventions and the technological base from which all modern achievement stems. The wheel is also reminiscent of the Conestoga wagon wheel and the "hex" symbol, which has been used by Conestoga to signify its link with its Canadian heritage.

CREST

The themes of Art and Technology reappear in the Crest. The rainbow with all its colours signifies Art. Technology is represented by the flaming torch, which in the language of heraldry also stands for scientific achievement and development of knowledge. The maple leaves entwine the torch and form part of the Crest acknowledge the national identity of Conestoga, as well as the Province of Ontario.

The dominant colours of the Armorial Bearing – red, blue and gold – have been adopted as the official Conestoga colours.

Note: It is the policy of Conestoga that the Coat of Arms be used in accordance with the principles noted below. Sale of the reproductions of the Conestoga Coat of Arms used for presentations is prohibited.

POLICY

Conestoga Coat of Arms

The Conestoga Coat of Arms is designated as the official presentation to be used as follows:

1. Conestoga employees who have reached normal retirement age or are within 10 years of retirement age and have a minimum of 15 years continuous service (with Conestoga) and are terminating full-time employment with Conestoga.
2. Retiring Board members
3. Winner of the President's Scholar Award.
4. Winner of the James W. Church award.
5. Winner(s) of the MasterCraft Award at the College level.
6. Each student achieving the President's Honour List.

Any other use of the Conestoga Coat of Arms must have prior written approval from the President's Office.

REVISION LOG

03/16/2012	Policy and Procedure Committee - Reviewed
03/30/2012	Academic Coordinating Committee – Approved
11/06/2024	Academic Coordinating Committee – Reviewed and Approved