THE CSPB/SCBV LOGO

In the last two years there has been a lot of discussion about the CSPB logo. Various Society members have expressed various opinions about the logo, but the opinions can be summarized as falling into three camps: 1) the logo has historical significance and is fine as is, 2) the logo has historical significance but needs some fine-tuning, and 3) the logo is antiquated and should be replaced.

The issue of the logo is also related to the issue of the Society (Gold) Medal, which is the highest award given out by the CSPB. The Medal is gold-plated solid silver, and displays the CSPB logo on one side. The Medal is produced by stamping with two dies currently stored by the Mississauga Mint (http://www.mississaugamint.com/). The CSPB has handed out its last Society Medal (to Dr. Beverley Green at Plant Biology 2014). Thus the time has come to order more Medals, which adds impetus to the discussion about the logo.

The logo was formally discussed by the Society Executive in 2014, and at the Annual Business Meeting (ABM) at Plant Biology 2014 (Portland, OR, USA). At the ABM it was decided to ask the membership at large for their opinions about the logo, and to initiate the discussion by writing a short article for the Bulletin.

HISTORY OF THE CSPB/SCBV AND ITS LOGO

The origins of the CSPB/SCBV are described in Gorham & Bidwell (1983) "The First Twenty Five Years – A History of the Canadian Society of Plant Physiologists/La Société canadienne de physiologie végétale; this publication is available on the Society website at http://www.cspb-scbv.ca/archives.shtml. The history of the logo is also briefly described in that publication, and further information is found in Nozzolillo (2008) "The Second Twenty Five Years", also available on the Society website.

The Society was founded in 1958 as the Canadian Society of Plant Physiologists/ La Société canadienne de physiologie végétale (CSPP/SCPV,) although it existed in an informal form for almost a decade prior. In 2012 the name of the Society was slightly changed to the current Canadian Society of Plant Biologists/ La Société canadienne de biologie végétale (CSPB/SCBV).

The CSPB logo first appeared in 1969 on the Society (Gold) Medal (Fig. 1), and was adopted in 1970 as the official CSPB logo to be used on CSPB letterhead and publications (Gorham & Bidwell 1983). The original meaning of the symbols on the logo are lost in the mists of time, but I've spoken with Dr. Connie Nozzolillo about the logo. Connie is a founding member of the Society, and the long-time Society Archivist. The logo features a sun partly hidden behind clouds, a sun ray, a plant, and an Erlenmeyer flask labelled with the standard "radioactivity" symbol. Our interpretation is that the logo represents photosynthesis research as carried out in the 1960s, when ¹⁴C was an essential part of such research.

The other side of the Society Medal features a twinflower (*Linnaea borealis* L.), and space for the engraving of the name of the Medal award winner (Fig. 1). The twinflower is a circumboreal species, and was said to be Linnaeus' favourite flower (Gorham & Bidwell 1983).

In 1990, President Peter Jolliffe urged the creation of a revised logo because the quality of the logo on the Society letterhead was poor as the original dies for the logo had been lost; the revised logo was adopted in 1991 (Nozzolillo 2008).

In preparation for the 1998 Eastern Regional Meeting, lead organizer George Espie arranged for the logo to be scanned from the Society Medal (at high resolution); this scanned image was used for the Proceedings of the meeting. George subsequently arranged for a graphic artist to create a black and white version using software that allowed one to modify each pixel as required. The raised portions of the Medal became black, and the lower levels

of the Medal became white in the black and white logo. An inverse white on black version of the logo was also created. The black on white version of the logo has been used on CSPB letterhead ever since, and the logo is also used on the Society website.

As part of the preparations for the 2013 Eastern Regional Meeting, George Espie and Ingo Ensminger noted that the electronic version of the logo was slightly asymmetrical, possibly due to an imperfection in the original scan. They engaged a graphic artist to clean up the lines of the logo, leading to a slightly modified version (Fig. 2) that was used in the Proceedings of the meeting. However, it is the 1998 version that is currently used as the official logo of the Society.



Figure 1: CSPB logo as depicted on the Society (Gold) Medal (left), and twinflower on the other side of the Medal (right).

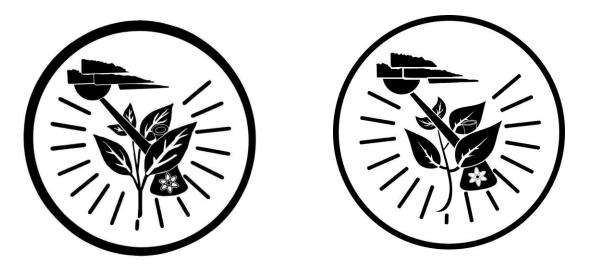


Figure 2: CSPB logo as currently used for most CSPB publications (left), and CSPB logo as updated for the 2013 Eastern Regional Meeting (right).

QUESTIONS ABOUT THE LOGO AND THE SOCIETY (GOLD) MEDAL

As described above, there are three major opinions about the logo:

- It's fine as it is
- It needs tweaking/simplifying (e.g. get rid of the radioactive Erlenmeyer?)
- It needs replacing

In terms of the Society Medal, any change in the logo will also necessitate a change in the Medal. The cost of a new die is on the order of \$1000. However, there is also discussion about the other side of the Medal, which currently depicts a twinflower plant and has space for engraving the name of the award winner. Clearly, the space must remain, but discussion has centred around whether the twinflower should remain or be replaced by something else (e.g. maple leaves?).

However, the twinflower side of the Medal requires a new die regardless of whether or not the twinflower is replaced, as that side of the Medal indicates the former name of the Society rather than the present name ("physiologists" needs to be replaced by "biologists", and "physiologie" needs to be replaced by "biologie"). In other words, the Society needs to spend \$1000 on a new die regardless of the fate of the twinflower.

Thus, the question about that side of the Society Medal is whether to:

- Keep the twinflower and update the name of the Society
- Replace the twinflower and update the name of the Society

For obvious reasons, both decisions should be made before new Medals are produced.

DISCUSSION ABOUT THE LOGO

A LinkedIn discussion on this topic has been started (follow the LinkedIn logo on the CSPB homepage at http://www.cspb-scbv.ca/index.shtml). Please join the discussion group and let everyone know your opinions about the logo (and the twinflower)!