

A NEW LOGO FOR THE LAST POST FUND

A Review of Past Visuals



The Last Post Fund is a national and centennial organization dating back to 1909. Its first visual identification was comprised of a laurel wreath encircling the word PAX surmounted by the Latin motto "Pro Patria et Defensoribus". Below these appeared the signature "LAST POST".



In the LPF 1910 Book of Minutes, a cast-iron stamp began to appear, showing the graphics mentioned above. A bugler was added on the left side.



Beginning in 1914, the cast-iron stamp was printed on the Last Post Fund stationary (letterhead).



In a Union Jack as background, the motto "Lest We Forget" was added in an oblong version of the original imprint.

The above graphics have been reproduced on a red and blue sticker found in the 1916 Book of Minutes.

At the bottom were the words "Our Fallen Heroes". The motto "Pro Patria et Defensoribus" was not used in this particular visual statement and the full inscription *The "Last Post" Fund* appeared for the first time.



As seen in this artist's rendition dating back to 1921, the Last Post Fund had a **coat of arms** drawn under the direction of the College of Arms.

A coat of arms is defined as an "arrangement of

bearings, usually depicted on and around a shield, indicating ancestry and distinctions".

In the Last Post Fund's new coat of arms are found the following bearings:

On top appears the **motto** "LEST WE FORGET" and below, the **crest** represented by a bugler facing left. His upper body rests on the **torse**: a twisted support made up of two colours found in the shield.

The tierced **shield** includes an anchor (the Marine), a rifle (the Army) and a propeller (the Air Force). The shield is the central part of the coat of arms. The shield **supporters** are two laurel branches joined at bottom. A second **motto** "Pro Patria et Defensoribus" appears underneath.

As in most coats of arms, the name of the organization does not figure on the drawing. Also, the design of the uniform is more elaborate than in previous versions of the LPF visual identification.



The original drawing gave way to this rendition of the coat of arms which has been used as a logo by the LPF (left). It was last modified in 2009 to mark the Last Post Fund centennial (right).

The LPF New Logo



LAST POST FUND
FONDS DU SOUVENIR

One hundred years after its creation, the Last Post Fund adopted its very first and true logo.

Looking at the Last Post Fund visual identification over the years, we note that the one recurrent element is a soldier playing the bugle.



Of all the elements that appear on the LPF coat of arms, the bugler—or crest—is definitely the strongest. First, it represents a human being. Then, it suggests the passage of time with the soldier playing the “Last Post” for departed Veterans, our targeted clientele.

Since the bugler is heard at every commemorative ceremony, this symbol seemed to be the most appropriate to figure on our new logo. Here, the body of the soldier evokes the shape of a shield, the central element of every coat of arms.

Another significant graphic and a symbol of our action is the wreath which will appear as a “watermark” on all our printed elements: advertisement, brochures, flyers, posters, stationary, business cards, Website, etc.

The uniform has been modernized to reflect the evolution of this particular military attire.

Over the years, the Canadian Armed Forces has changed its name to *Canadian Forces*, thus encompassing the Navy, the Army and the Air Force. For the sake of unity between these three “corps”, the anchor, the musket and the propeller have been left out.

In a red ribbon is inscribed the name of our organization in English. The colour red is reminiscent of the Canadian government flag and logo. It is also one of the colours in the LPF coat of arms (crest and shield). The name *Fonds du Souvenir* appears below the English signature.

The typo Documenta with its serifs and capital letters personifies institutional elegance and classicism.

The LPF logo is designed to be printed in one colour (black) or two colours (red and black).