

October 9, 1973

PRESS RELEASE

Re: NEW LOGO AND NAME CHANGE FOR THE CANADIAN ENVIRONMENTAL
LAW ASSOCIATION

Many of you know our organization as the Environmental Law Association (ELA). A short time ago the name was changed to the Canadian Environmental Law Association but for financial reasons our letterhead did not reflect that change. Consequently, confusion was created around our name. Now that most of our printed material displays our proper name please refer to us in the future as the Canadian Environmental Law Association.

We hope that you noticed our new logo on the letterhead. The logo and letterhead were supplied to CELA courtesy of the Bowring Innovator Group. The enclosed information explains the rationale for the symbol which you may find to be of interest.



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The New Logo of the
Canadian Environmental Law Association
and the Canadian Environmental Law Research Foundation

From the vast open spaces and untouched wildernesses of our land has come a sense of the forest and an appreciation of quiet lakes and clear, tumbling waters which is part of the Canadian identity. Canada is one of the few nations to acknowledge her environment on her flag. When the ecology crisis reached us, our latent feeling of the value of our natural environment, and the importance of preserving it, took form in a number of concrete ways. One of these was the Canadian Environmental Law Association.

The maple leaf on our logo, as on our flag, symbolizes the Canadian environment and our concern for it. The series of panels, ranging from pure white to solid black, represents not only the rapid deterioration of our environment and the increasing urgency of the need to do something constructive, but also the nature of environmental law.

We felt that none of the old symbols of the Law - the sword of justice, the scales and blindfold of fairness and impartiality - acknowledge that we are dealing with a new kind of guilt. Crime against the environment is not a question of right and wrong, black and white, breaking a law or obeying it. It is the performing of an action at a time, a place, a stage in a process, without due regard for the balanced survival of all other contributing elements. It is an error of assessment of position on a scale of greys.

These two symbols were combined by Frank Davies of the Bowring Innovator Group as a contribution to the Canadian Environmental Law Association and the Canadian Environmental Law Research Foundation.