

The Society has recently launched new branding and this will be seen on the home page of the website.

This is the third time in the Society's history that a new design element has been introduced to our public profile, and we are grateful to member Judy Keena for her assistance in developing the latest version. It incorporates the open book and the waratah from the Society's official Coat of Arms, while also introducing the symbolism of a drop line chart around our name.



The first 'branding' used by the Society was a black and white badge which illustrated the Society's News Bulletin when it was introduced in Feb-March 1947. The newsletter makes no reference to its origins, and it is still in use today on our library bookplates and in the journal. It carries the motto *Memor Esto Majorum* (Be Mindful of our Ancestors) which was later incorporated into the Society's Coat of Arms.

As part of its 50th Anniversary celebrations in 1982 the Society was granted a Coat of Arms, and more information on this will be found in an article reproduced from the March 1983 issue of our journal. Written by Mr Richard d'Apice, (now a Vice Patron and former President) who served on the original Committee which organized the application to the Lord Lyon King of Arms, it explains the background to the application. A copy of the Grant will be found [here](#).

While our new branding will be used on a day-to-day basis, our [Coat of Arms](#) will continue to be used on official items such as Certificates, associated with our Fellowships and the Diploma & Certificate courses.

Although the original 1947 black & white badge was largely superseded by the Coat of Arms in 1982, we wish to ensure it is not lost, so you'll continue to see it used on our library bookplates.