

Recognition and Branding

Provincial Council approved development and use of a new public identity. Going forward the public identity will be Agrologists Manitoba. The legal name of the organization remains the same (i.e. Manitoba Institute of Agrologists) in accordance with governing legislation. The change is being made to make it easier to build awareness of the profession and the word agrology. We believe the change to Agrologists Manitoba will reduce confusion around the initials MIA and the word “institute”, and lead to a more accurate representation of the organization’s purpose. It would therefore be appreciated if you would refer to the organization as Agrologists Manitoba going forward.

The Manitoba Institute of Agrologists has been a legal entity since 1951 when “The Agrologists Act” of Manitoba was first proclaimed. Since that time the name, Manitoba Institute of Agrologists and the initials ‘MIA’ have been in use.

Today, neither the legal form of the organization’s name (Manitoba Institute of Agrologists) or the acronym (MIA) effectively and uniquely represents the profession or the regulatory structure to the public. The acronym remains open to increasing confusion (search Google) and the use of the word “Institute” leads to an inaccurate representation of the organization’s purpose.

VISUAL IDENTITY RATIONALE

The circle speaks to the collaborative intent of Agrologists Manitoba. It is surrounded by bursts of energy that symbolize the development of its members. Green represents a healthy environment. Yellow represents the intellect of a forward-thinking profession. The typeface is strong but approachable, and physically connected to form a single symbol - the sun; a source of energy and growth.



Why Agrologists Manitoba? Alphabetical positioning is stronger in this order, the name emphasizes the profession first, and it is consistent with the order of names in the statute (“The Agrologists Act” of Manitoba). The new visual identity will shift toward agrology professionals and away from the support organization.