The original New College seal was designed by the graphics department of I.M. Pei, the architects for the East Campus buildings. This is the narrative they wrote to accompany the design.

F.C. Arthur
June 18, 1984
Unlike most institutions of higher learning, New College is located in an area where the natural elements are forcefully apparent in their mildness. The wind, water, sun and tropical flora combine to produce a year-round and un-ending growth system. The full year's schedule of the College reflects this freedom from seasonal extremes.

It would be easy to apply traditional heraldic symbols to a new college seal. But meanings become diluted and there is an inherent fakery in their transposition. The result is likely to be indistinguishable from hundreds of other seals. However, it is proper and reasonable to base the devices of the College Seal on some timeless designs that have had meaning since antiquity. Therefore, we have gone beyond medieval heraldry to the Greek Islands and adjusted a beautiful design incised on a vase found in the Cyclades of the era 2,500 to 400 B.C. It has a single truth and an unsophisticated directness to nature that makes it valuable and meaningful to New College.

The sun dominates the landscape of New College. It therefore becomes the central pivot and heart of the seal symbolizing the light of knowledge and the source of life and energy. The sea and the wind can be felt in gentle and continuously moving lines around the sun. This controlled movement waxes and wanes in four equal periods indicat-
ing the four similar seasons of the year and the four compass points. This emphasizes the fact that New College is not an insular local or regional institution.

Surrounding the design are the Latin words “NOVUM COLLEGIUM FLORIDAE MCMLXI.” These letters placed in a circle rather than an heraldic shield symbolize the world with the sun as its center and the sea and air moving continuously on its surface. These complete forms describe an awareness that education is a life-long process: a never-ending search for knowledge of ourselves, our world and our universe.

The symbology of a seal is important to those who are interested. Of greater importance is the total visual effect on the many people who see it but are not necessarily looking for meanings. This design has an intricacy that provides interest and a simplicity that once seen and identified will be remembered and recognized. In other words, the meanings generated by the forms may add to the concept of the design but it can be enjoyed without this specific knowledge.

It seems fitting that New College should have a mark with its beginnings in ancient Greece, modernized for present day use and which expresses the completeness, the quality and the dynamic activity of this newest educational institution.
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