

Badge Quest

After the AGM on May 12, 2023, and the recommissioning of the Association as NRAC, it was obvious that the UNTD badge was no longer suitable. The Board of Directors established a Transitions Committee to tackle the critical matters to be addressed for the new Association to get off the ground. The members of that Committee were:

Ray Zuliani – Chair
Marta Mulkins
Ross Connell
François Laplante
Nick Slonosky
Cheryl Bush

The Committee decided on an open competition to generate suggestions for a new badge and to augment the Committee with 3 members of the Communications Committee:

Barry Frewer
Peter Baker
Scott Ferris

The “Badge Quest” was announced in “Connexions”.

What self-respecting organization goes about without a proper badge?

The UNTD badge will always have a special place in the hearts of many NRAC members, and in many establishments where it is proudly displayed. But something different belongs at the mast-head of the Naval Reserve Association of Canada. So here’s what we’re going to do.

This is an invitation to anyone with graphic design experience or even aspirations, to submit a proposal by December 31, 2023. A draft concept will be acceptable at this stage. A special committee will review the proposals and submit its recommendation(s) to the board.

The Committee does not wish to circumscribe artistic freedom by listing required criteria, but the approved badge design will presumably be in keeping with NRACs purpose as stated on its website and reflect the dual contribution of the Citizen Sailor.

We look forward to receiving your proposals (or questions).

Shortly after the deadline for submissions of December 31, 2023, the Committee reached one very important conclusion, that if NRAC truly wanted a distinct identity it could not transition from the UNTD badge to another “traditional ship’s badge/crest style”. This immediately eliminated several submissions, but the committee was very taken with some of the branding ideas suggested by Peter

Baker and asked him to engage with the Committee. The result was a gradual move and consensus around a winning design over several meetings.

The resulting idea, merges renderings of signal flags that spell out the initials of the Association in English, NRAC, with the flags for the initials ARNC. It is a completely unique, colourful and distinctive concept.

The evolution of NRAC took a giant step forward on April 15, 2024 at the AGM with the unveiling of the new design and more firmly establishing the identity of NRAC as a credible Association representing all Naval Reservists in Canada. It became clear at that meeting and in a subsequent meeting of the Communications Committee, however, that what had been developed and approved, was in fact a **logo**, not a **badge**. The **logo** is a branding mark that can be displayed in a variety of contexts and in a variety of (pre-approved) forms, under control of the Communications Committee. As of April, 2024, no badge (distinctive from the logo) had been developed and whether to develop one or not was left in the hands of the Board and the Executive Committee.

