

## THE THEME BEHIND UNIFIJI LOGO



# The University of Fiji

With the public Announcement on 19 December 2004, that the Arya Pratinidhi Sabha of Fiji was going to establish a university in the name and style of The University of Fiji, a lot more had to be done to create an authentic Fijian identity for the new institution.

The search for an appropriate Insignia or the Logo began in the earnest. Different schools of thought were projected. There were those who were very conservative in their thoughts and wanted academic sanctity to remain. Others were a little liberal but still a notch within the realms of academia.

In the driver's seat of the Founder, I had a totally liberal position on what should constitute the Logo for The University of Fiji. I was someone, who was interested in thinking outside the box, leaving the realm of orthodoxy.

At the early stages there was this volunteer gentleman on the University staff who was an expert in Computer graphics. My team and I met him at UniFiji, Saweni campus and engaged with him to explore the possibility of a Logo totally depicting Fijian psyche.

In this new game we were poles apart. He was a computer expert from the old school and I was a novice for the academia. We had several dialogues, disagreements between what was academically acceptable and what was not. For me what held significance was the Fijian psyche. Something that would depict our value and thirst for education, our lifestyle and compassion within the country and its people.

After several attempts and meetings over a period of months we were able to gel the thought that would resemble to a greater extent the Fijian psyche as well as academic intentions. With some refining, the two parties finally came to an agreed configuration that stands today as the logo of The University of Fiji. At the end of the exchange of different values, amity prevailed.

What does UniFiji Logo stand for (as Fijian psyche)?

### First Interpretation

The first interpretation of the Logo is that the red sphere is a sign of **all encompassing**, the blue wavy lines are the **writing** and the green leaf resembles the **feather-pen** that was dabbed into a pot of ink to write.

This became the academic theme, symbolizing the thirst for education.

### Second Interpretation

The red sphere is the **Sun** (sign of life), the blue curls are the **Sea Waves** (adventure) and the green leaf is the **Sail** of a Fijian Drua, a wooden hulled boat (explorer). There is also a conspicuous white line between the larger wave and the red sphere. This depicts the white sandy beaches that Fiji is so renowned for. In sum total this promotes the Fijian psyche of the Sun, the Sea and the sand. This became the external theme of UniFiji, offering an exciting pristine learning environment for external students.

Ambassador Kamlesh Arya  
Pro-Chancellor

1 June 2020