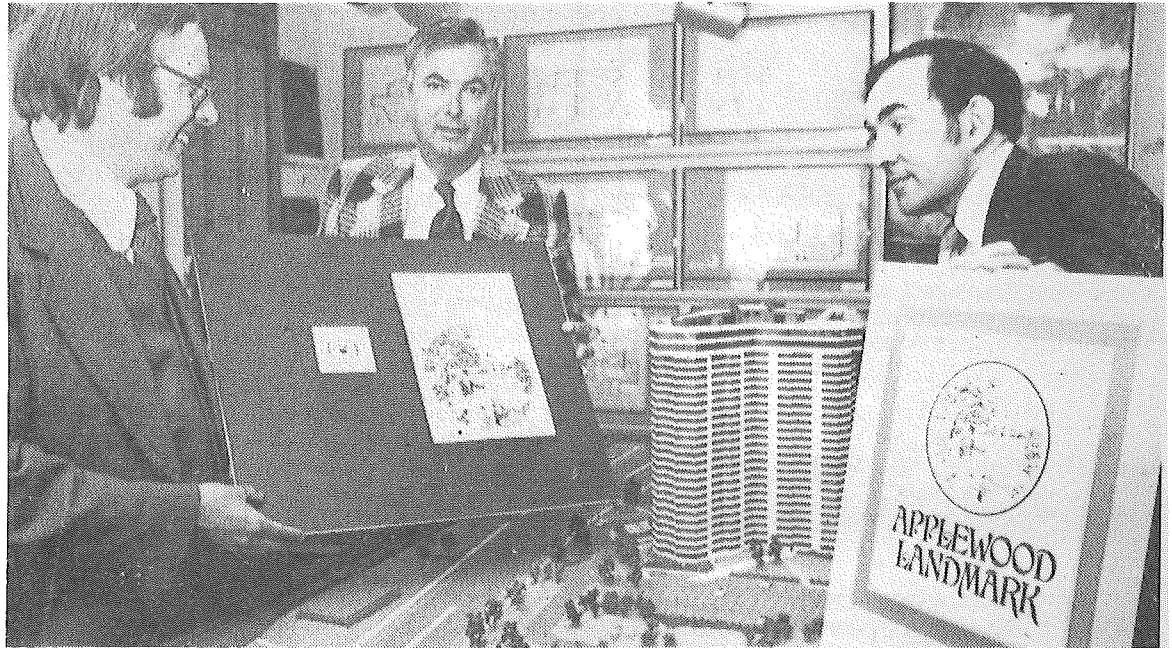


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The Shipp Corporation officially took possession of the logo for the company's luxury condominium, Applewood Landmark, from Graphics West. From left; John Craig, vice-president, Graphics West; Harold Shipp, president, Shipp Corporation; and Derek Smith, president, Graphics West.

Applewood Landmark logo officially given to Shipp

Mississauga - Business

Scrapbook
June 15-17
FIN

The Shipp Corporation officially received the logo which will be the symbol of Applewood Landmark, probably Canada's most luxurious new condominium, in a ceremony last week.

Derek Smith president of Graphics West, and John Craig, vice-president of Graphics West, handed the logo to Harold Shipp, president of the Shipp Corporation.

The logo shows a large circle with an elegantly-dressed, 19th century couple seated beneath a luxuriant apple tree (the apple being the corporate symbol and the name associated with all Shipp developments). In the background is an old silo, which represents a landmark.

Craig told The Mississauga News this was the first graphic done for the Shipp Corporation, although much

of their work, such as the animal locator signs in the Square One parking lot, are much in evidence in the city.

He said the perimeters involved use of the apple, something to depict leisurely, high-quality lifestyle, and something to denote a landmark.

"The research was very extensive, and it has to be. It took quite a while but we finally settled on the silo. It always has been a landmark in this particular area of the city.

"It is located quite near the site of Applewood Landmark and it still stands so it can be identified," he said.

Craig, in fact, did all the engraving himself. Shipp said he expects model suites in Applewood Landmark to be ready for viewing by mid-July.