



The Story Our Logo Tells



Two typefaces... signifies diversity

A mixture of chiseled and calligraphy fonts, one angular, one flowing.... left and right brain, male and female, new and old

Mirroring... an essential part of authentic community, i.e. being seen

The citadel... a safe-haven, a fortress against the onslaught of anonymity

The banner...a symbol of freedom, and celebration

Colour...fresh, but serious, speaks of vision and stability

A Guild Banner... excellence, significance, entrepreneurial, collaboration that impacts the world