



BROTHERHOOD of St LAURENCE

The new Brotherhood logo consists of three main elements, each of which can be interpreted in Christian and secular terms.

The **circle** represents the whole of creation and a vision of wholeness. It is also suggestive of a community, nation or the world.

The **white diagonal lines** represent both the Cross, the distinctive symbol of Christianity and suggests the grill on which St Laurence was martyred; or represents the fractures in our society which need to be repaired.

The **orange flames** represent the Holy Spirit providing us with light, challenge and power; or represents the new life and hope coming from passionate people of the community who see new possibilities.



BROTHERHOOD of St LAURENCE

OUR NEW LOGO

Background

We need a clear and instantly recognizable symbol to assist us to promote our public profile and allow us to pursue partnership opportunities with reputable companies. Hence this logo designed by Gavin Kerrison of X2 Design who is donating his time and expertise to the BSL.

Meaning

The logo is a symbol of our origins, our tradition and our goals. It consists of several elements, each of which can be interpreted in Christian and secular terms such as:-

Circle:

- represents the whole of creation and a vision of wholeness
- represents community, nation or world.

Diagonal lines:

- represents both the Cross, the distinctive symbol of Christianity and suggests the grill on which St. Laurence was martyred
- represents the fractures in our society which need to be repaired

The flames:

- represents the Holy Spirit providing us with light, challenge and power
- represents the new life and hope coming from passionate people of the community who see new possibilities

Implementation

Over a time period of approximately six months, and at a minimum of cost, the logo will be introduced by Public Affairs. It will be used on offices, shops, letterheads, banners, cars, et cetera.

Each project will be completed according to a priority list established through consultation with relevant staff and users, and all staff will be advised as each decision is made. It is a major undertaking and I ask your patience and cooperation during this important phase.

Consistency throughout the organisation tells the world around us that we are one organisation of many parts - all sharing the mission of the Brotherhood of St Laurence. To ensure that our new emblem is used in the correct manner, and to guarantee a consistency Public Affairs will be issuing a Style Manual.

Friends of the Brotherhood

The logo will also be the design of a small badge which Friends of the Brotherhood of St Laurence may care to wear.

A Friend is anyone (supporter, staff member) who wishes to be committed to advancing care and justice in our society.

+Michael Challen
Executive Director
26 July 1996