

What's in a LOGO?

A little while ago I was questioned about our Logo and what it meant, which was a pity because merely by having the question asked it meant our logo had failed!

The word LOGO comes from the Greek word “logos” meaning word. If you like, a logo is a visual word; they are supposed to convey emotions by triggering good past experiences memories and opinions.

They are supposed to convey all sorts of messages; Security, Luxury, Efficiency for example and give you a good feeling about the company you are dealing with. Colour is very important in helping to convey the message as well.

As far as our own Logo is concerned, we looked at hundreds of alternatives, colours and designs but after some discussion and being keen fishermen once upon a time we settled on the one above. The IFAC is fully Independent and that is what our Logo was intended to convey.

Blue is the colour of money and symbolises trust, loyalty, wisdom, confidence, intelligence, faith, and truth. It is also the colour of the sea which is associated with depth and stability.

The colourless fish representing restricted or tied advisers follow each other into the dark depths whereas the Pink fish (it should have been gold but was too costly to print!) is swimming positively upward, Independent and standing out from the crowd, us basically. As you can imagine I'm quite sad I've had to explain it!

See if you can identify the messages the following four logos are trying to give you.

