

ARA LOGO

INTRODUCTION

The term “logo” derives from the Greek word “logos”, which literally means “word”.

So when designing a logo you are actually creating a visual “word” that will be used by members to identify the Association for whom the logo is created for.

A logo cannot be separated from the basic **art elements** that form the logo, such as **line, color** and **shape** to create meaning as noted by John Murphy.

A well-designed **Logo** is all about creating the perfect visual brand that will evoke some memory or emotion from the viewer, depending upon their relationship with the brand.

MEANING OF THE ARA LOGO



FOR OUTDOOR LEARNING
SINCE 1987

THE ARA LOGO IS A PICTORIAL ART WORK WITH WORDS

ART ELEMENTS THAT MAKE UP THE MEANING OF THE ARA LOGO

1. LINE

It is a medium of communication to express motion, shape and atmosphere.

This is visible in the *brown lines* to demarcate mountains from land and the sun or moon in the *blue* skies to express creative thinking and challenges when using these environments for ABL (Adventure Based Learning) activities.

2. COLOR

Blue is used as a dominant mono color to control what members will see and remember.

Over time members will start associating *blue* as the brand representing environments of water and blue skies, separated by land where ABL activities can be offered.

The color *blue* provokes a fast and powerful impression affecting the behaviour of members that leads to the impression of depth and challenges in the logo color environments.

3. SHAPE

A circle is complete and symbolizes the value of outcomes when reflecting ABL activities.

Circles are also a less intimidating shape, but more communicative in representing the picture of the world and in inviting role players worldwide in sharing good ABL practices.

TO CONCLUDE

The ARA Logo is a “word” of art with identity and simplicity to express a broad concept and to create an emotion of a feeling of proudness and association

