

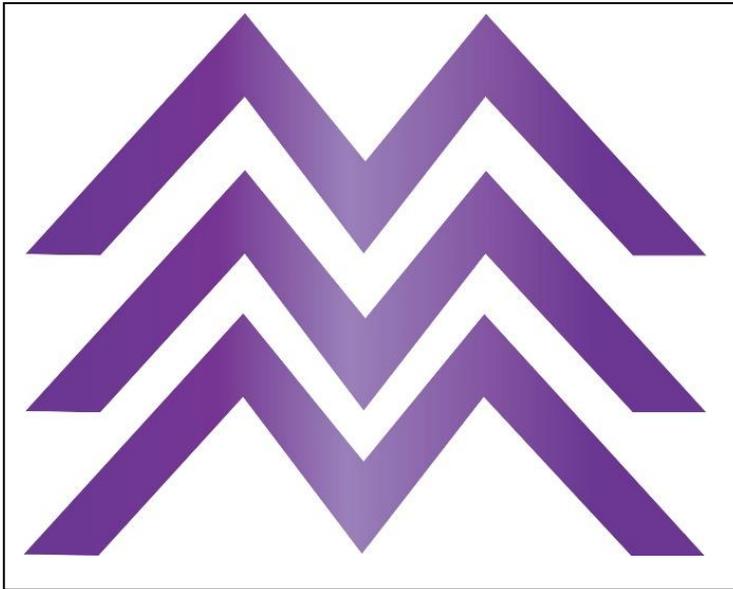
GLOBAL FEMINIST LGBTQ WOMEN'S* CONFERENCE

LOGO DESIGN JULY 2018

Artist: Elizabeth Kerekere and Graphic Designer: Toni Duder, RainbowYOUTH



LEADING



Māori call this design 'kaokao'. It means 'armpit' in reference to the warrior stance with hands on hips. It refers to leadership, decision-making, performance and oratory. It originates from my tribal area which was famous for its women leaders.



This woven and newly repaired kaokao panel is from my ancestral meeting house, where I am leading a major restoration project.

Purple is traditionally associated with feminism, lesbianism, royalty and spirituality. The graduation of colour represents our often invisibilised lives highlighted in a global forum.

The three elements represent lesbian, bisexual and queer.

The current use of the chevron in heraldry and military insignia is based on the 11th letter of the Ancient Greek alphabet – lambda.



One use of lambda refers to "a complete exchange of energy--that moment or span of time witness to absolute activity". This led to the lowercase lambda becoming the logo of the New York Gay Activists Alliance in the 1970s. It became an LGBT symbol, including by the International Gay Rights Congress in Edinburgh, Lambda Legal and the Lambda Literary Foundation.

(Zimmerman, Bonnie (ed) (1999) "Symbols". Encyclopedia of Lesbian and Gay Histories and Cultures (1 ed.). Abingdon: Routledge)

HEALING



Green is traditionally associated with healing, growth, nature and the environment. The graduation of colour represents water rippling outward.

In Aboriginal culture dating back 40,000 years, this symbol represents a watering hole or campsite – a gathering place.



“Africa’s rock art is the common heritage of all Africans, but it is more than that. It is the common heritage of humanity” President Nelson Mandela

African rock art dates back over 30,000 years and the artworks shown here date back between 3000-6000 years. The concentric circles are thought to have been made by women because of the role they played in bringing rain. They also represent peace and fertility.

(TARA (2010) The Dawn of Imagination: Rock Art in Africa. Kenya: Trust for African Rock Art)



This element of the logo grounds the conference in South Africa and reaches back in time to honour the key roles women have always played in our families, communities and societies. It represents water, peace, and gathering.

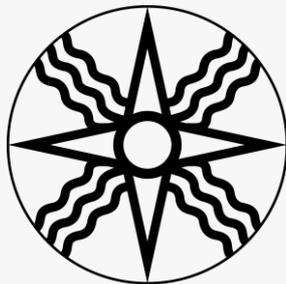
TRANSFORMING



Orange was used to complement the secondary colours used for this logo – the nuance between the searing yellow of the sun and the reds of the sky.

The colour is graduated upwards to represent the sun rising.

The sun is the source of life, light and energy. Sunrise represents a chance to start over and new beginnings. It also marks the end of an era – a time for change. Many cultures and religions feature the sun and sunrise in their symbolism. Featured here are the Zia Pueblo Sun symbol, the Mesopotamian Star of Shamash, a Canadian Aborigine Sun symbol and a stylised African sun.



Māori call the central design a 'koru.' Based on the fern frond, it represents growth, change and new beginnings.



Many cultures use a spiral. Among several meanings, this Celtic Triskele involves the powers of maiden, mother and crone. It is considered a sign of female power, especially through transition and growth.



BRANDING



The overall design references the figure 8, which honours 8 March: International Women’s Day. Sideways, it represents infinity.

Each design element is provided separately, in colour and in black and white, for flexibility.

The font is Cinzel Decorative Bold – bold and flowing.

What we know today as the ‘Women’s symbol’ is unchanged from the ‘Venus’ symbol the Ancient Greeks used for the planet Venus (associated with the goddess Venus) from between 300-800 AD. It is widely used to represent feminism.

LGBTIQ communities have long embraced the Venus and Mars symbols to represent our various identities including as shown here: lesbian, bisexual and queer.

The Greeks originally adapted the Venus symbol from the ‘Ankh’ - an Egyptian hieroglyph from around 3,200 BC which symbolises life. It is also a symbol of divinity.

In this logo, I use the circle and cross of the Venus symbol with the elongated stem of the Ankh – to celebrate life.