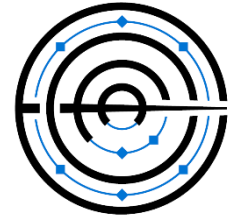


## New Logo for ECFA

(Estonian Cultural Foundation in Australia Ltd)



The ECFA Ltd is proud to announce that it has a new logo.

This logo was designed by Lachlan Bell, a young Estonian from Sydney.

The new logo combines items from Estonian heritage, being a *sõlg* (brooch) and a *kilp* (shield), and incorporates 8 stars from the Southern Cross to represent the states and territories of Australia. Using the colours from the Estonian flag, the letters from the ECFA acronym are imprinted on the circles of this *sõlg*.

For designing the winning logo, Lachlan has received the prize of \$500, as the ECFA continues to support Estonian culture and heritage across Australia, and our youth.

### The Thinking behind the new ECFA Logo

By Lachlan Bell - designer

When approaching the new ECFA logo, the brief was clear. Convey the identity and objectives of the Estonian Cultural Foundation of Australia. With this came its own challenges of embodying the values of the foundation within this new logo, primarily the promotion and preservation of Estonian history & culture and the facilitation of cultural exchange Australia-wide and abroad.



Taking a future-oriented approach, I considered what the ECFA looked to embody within the next decade and beyond and how this could be conveyed through the design, one of the most foundational parts of any organisation. Themes of inclusivity, protection, approachability and adaptation came to mind and became the cornerstones of my design.

With this in mind, I chose to incorporate these different ideas, starting with the main central graphical element. Familiar to many Estonians, the circular shape is based on an abstracted minimalist *sõlg* (brooch), one of the oldest and most common type of jewellery found in Estonia. Historically the *sõlg* was used for fastening clothes; however it came to become an indicator of wealth (traditionally these were made of silver) and as a protective object. The introduction of button fasteners in the Middle Ages replaced *sõled* (brooches) as fasteners, however they remained important due to their protective and empowering abilities.

It was believed that if a woman has a *sõlg* on her chest, then the light of silver had the ability to repel evil and the silver's reflection on a woman's face was believed to make the face shine. Moreover, silver was scraped from the mother's *sõlg* into the washing water of the newborn baby for protection.

*Sõled* are worn by both men, women and children alike and was often the limit for men's jewellery options. Many styles emerged over time, the most common being the *vitssõlg* (hoop brooch). These small ring-shaped *sõled* were worn all over Estonia from the 13<sup>th</sup> century until the 19<sup>th</sup> & 20<sup>th</sup> centuries as folk costumes declined in popularity as forms of workwear and formal

attire. I chose to use the *vitssõlg* as my reference for the logo thanks to its simplicity, recognisability and cultural relevance to the Estonian community.

Having shared use between men and women affords the *sõlg* embedded notions of equality and equal opportunity. Moreover, the spiritual notions of protection and safety are appealing metaphors for the activities of the ECFA in providing assistance and support for many cultural projects Australia-wide. Referencing back to the previous EAK logo and the former shield emblem, the new *sõlg* design felt reminiscent to a *kilp* (shield) in particular the Gokstad shields used by the Vikings. I found this imagery fitting as well as it alludes to protection and defense. Historically shields were often decorated with heraldic symbols and identifiers linking people to a group or clan and this is reflected in the logo too.

Within the *sõlg* concentric circles form the acronym ECFA. These lines also help reinforce the *sõlg* design whilst creating a hidden typographical element between the lines and abstracting the initial form. Another hidden element came in the form of the ornaments adorning the logo's perimeter. The six on the outer ring and two along the inner ring represent the states and territories of Australia and communicate the Australia-wide approach and focus the ECFA holds. I wanted to make sure inclusivity and representation were built into the design.

I thank the ECFA for selecting my design as the winning entry and wish them the best, and thank them for their passion and ongoing commitment to the Australian-Estonian community.