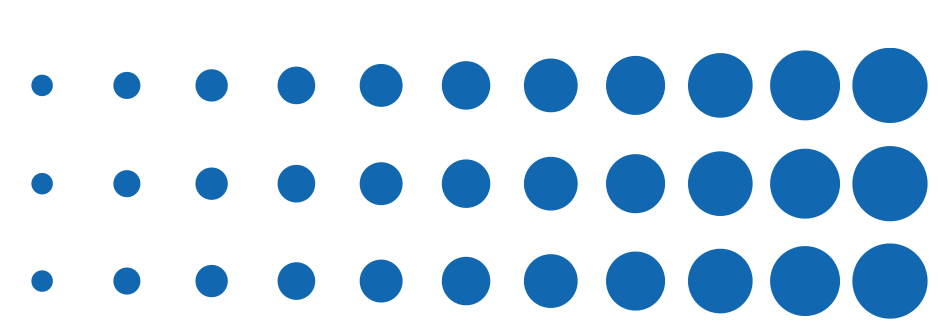


THE STORY BEHIND THE NLFC LOGO



The logo consists of successive points revolving around a central core. The spiral motion reflects energy, diversity, knowledge sharing and information flow; this captures the essence of the **NLFC** its support of co-ops in NL. It represents separate entities that come together in a collective effort to work towards common goals.

The logo was officially launched in 2012

Blue colour

is the reflection of **sky** and **water**.

Green colour

is the reflection of **environment** and **land**.



Sheila Boone, a graphic designer from Newfoundland developed the NLFC Logo.

“The logo needs to symbolize something that NLFC stands for and should be matched against our mission statement.”

- Gail Pike, President, NLFC, 2010

The points symbolize NLFC’s endeavouring areas like research, training, government relations, service delivery and special programs.

Blue and green are bright, energetic colours suggesting ideas and actions that are new and innovative.
