

THE IMAGE OF *LASALLIAN REFLECTION No 3*

The logo is made up of a bird known by the name of "TROGON" (Trogonidae). Trogons are residents of rainforests throughout the world.

This bird is recognized worldwide for its colourful plumage, which vary in each region where it is located and can be observed with its different nuances, which reflects the diversity and natural wealth of areas where it is found.

Starting from aesthetics, by the distribution and the diversity offered by this family of birds we have created a stylized figure of this species using the institutional colours with a fresh touch that we can remember easily by this identification.

Similarly, we worked on the silhouette of the bird wing to simulate a hand with a flame at

the centre, which denotes the idea of teamwork and the solidarity of Lasallians to build an inclusive, free and just world.

Typographic selection was conducted with a young and dynamic audience in mind that allowed us to choose options that can represent the movement and flowing style of its features, with a solid colour that makes for easy interpretation.

With these ideas, we wanted the logo to meet the following specific objectives:

- reflect the diversity of the Lasallian community in the world.
- show the importance of the work and of the fraternal team.
- take into account the importance of overcoming barriers to personal and social development.

- promote recognition of the Lasallian community worldwide.

La Salle University Oaxaca, in Mexico, designed the logo that identifies *Lasallian Reflection No. 3*. We thank the communications team of this institution of the District of Antilles - Mexico South for cooperating fully with the Office of Communications and Technology of the Generalate in Rome which has benefited all Lasallians of the world.

To consult *Lasallian Reflection No 3* go here:
<https://goo.gl/SSWpm3>

The logo and changeable archives are available at:
<https://goo.gl/nBjdFw>

The manual for using the logo can be found here:
<https://goo.gl/nBjdFw>

