FEZANA LOGO 2017

FEZANA LOGO 2017

The logo should have a Zoroastrian theme and reflect FEZANA's Mission. It may reflect any aspect of Zoroastrian religion, culture, architecture, iconography, social custom, tradition, philosophy, etc. that the artist chooses. It should be professional in appearance and appropriate for a North American charitable organization like FEZANA. It should have universal appeal, but be of relevance – stylistically and otherwise – in North American society, and particularly, in the North American Zoroastrian communities that FEZANA serves.

FEZANA LOGO 2017

100 Entries

From

Canada, USA, India, Pakistan,
UAE and Australia

FEZANA LOGO 2017

Jury Members

Feroza Fitch (ZAMWI)
Jim Engineer (ZAC-Chi)
Zen Yinger (North Carolina)
Mantreh Atashband (ZAPANJ)
Mrinalini Nair (ZAGNY)

FEZANA LOGO 2017

WINNER

ZARA CONTRACTOR

Karachi, Pakistan | Vancouver, Canada

FEZANA LOGO 2017

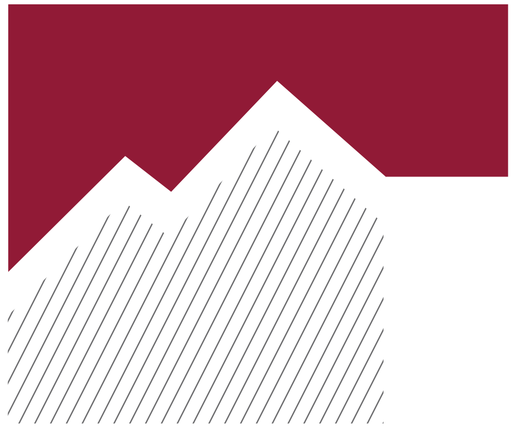
Putting together the imagery

Zoroastrianism strongly focuses on the 4 elements: **air, earth, fire and water.** This logo plays on these elements, while keeping a strong Zoroastrian visual identity as the central focus.

REPRESENTING THE ELEMENTS OF NATURE

Air and Fire

The red area represents the sky, while the resulting triangular shapes (in grey) are an abstract representation of flames.



REPRESENTING THE ELEMENTS OF NATURE:

Water and Land

The red area represents the sky, while the resulting triangular shapes (in grey) are an abstract representation of flames.

REPRESENTING ZOROASTRIANISM

The Farohar/ Faravahar

While there are many symbols of Zoroastrianism, the most identifiable one is the Farohar, or Faravahar, which is also currently depicted in the FEZANA logo.

STYLIZING THE LOGO

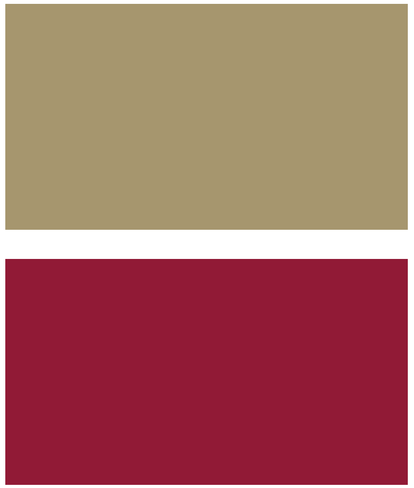
The Farohar/ Faravahar

To create a modern, streamlined look, the Farohar (Faravahar) had to be reinterpreted.
The result is a stylization that reflects the past, as it looks to the future.

CHOOSING THE COLORS

Red and Gold

It is important that the colors chosen would embody the richness of our heritage. Red was chosen to symbolize prosperity, while gold provides a sense of opulence while providing visual contrast.



FEZANA LOGO 2017

FEZANA