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SSI Foundation celebrates 25 years with a new image by Pat Burkette

If you see golden arches and big boxes as symbols of a lost civilization, you're going to like the Salt Spring Island Foundation's new logo. With an artistic rendering of a windswept Douglas fir and stylistic shoreline set into a bluish-green, rock-shape oval, the logo symbolizes the natural beauty and strength of our island community.

"I wanted to reflect that we are an island and that we are here for the long haul, solid as a rock," says logo designer Michela Sorrentino. Sorrentino was asked to create a logo that would represent the enduring qualities of both Salt Spring and the Foundation, which has just celebrated its' 25th year of funding worthy community charities and projects with donations from generous islanders. Since its inception, the Foundation has given over \$1 million to island organizations.

"We thought we needed to look into the future and find something that will serve us well for another 25 years," says Judy Norget, Foundation Communications-Donor Relations Chair. The logo is part of Norget's initiative to put a professional face on the Foundation while continuing to enhance its' strong community presence.

"We are responsible for almost \$3 million that we have to manage and share professionally," adds Norget. "We want to convey the message that we are really good community stewards." Islanders will see the new logo on Foundation brochures, reports, website, signage and plaques, many of which are produced by another island business, Barnyard Graphics, because for the Foundation, working with the local community is what it's all about.

As is to be expected for a local artist living in one of the most scenic spots in the world, Sorrentino says that from the get go, she started designing a logo with nature in mind. "We talked about some kind of recognizable natural symbol," says Norget, and Sorrentino settled on the Douglas fir. As firs were also part of the old logo, this also gives a message of continuity.

"The new logo is an abstract shape representing Salt Spring, the island, with a kind of Japanese woodcut look," explains Sorrentino. She hopes that the image will appeal to new Foundation donors. "Now, with a fresh image, the Foundation may be opening doors to a younger generation of donors."

Certainly Sorrentino and her husband have much in common with the island's young families. The couple moved here ten years ago and now have two children, aged 7 and 10. Creating the Foundation logo was a good fit for Sorrentino, who was originally a textile designer, and now works with her husband in their Hermani+Sorrentino Design business, as well as helping out on the family farm. An exhibit of her paintings was recently held at the Ferry Building Gallery in Vancouver. "I've been much busier here than I ever was in Vancouver," says Sorrentino.

For Norget, the Foundation logo is a real Salt Spring symbol, illustrating the strength and beauty of our natural world while evoking an equally strong and vibrant island community. She hopes islanders will continue to keep this community strong and connect their giving with island needs through donations and bequests to the Foundation.