



In honor of the Kentucky Foundation for Women's 30th anniversary and the launch of an updated website, KFW has selected a new graphic identity that honors the historic tradition of our current graphic identity and renews the symbol for the future with vibrancy of color, line, and shape.

The Ginkgo was originally chosen because:

- Ginkgo trees are recognized as "bearers of hope" and are symbols of longevity, resilience, vitality and peace. The beautiful leaves have inspired artists throughout the centuries.
- Ginkgo trees grow near Hopscotch House. Hopscotch House is named after a play written by Sallie Bingham, Hopscotch, which tells the history of four Kentucky women and was performed at the Horse Cave Theatre in Kentucky in 1986.
- The unique shape of the Ginkgo leaf resembles the shape of The HotFlash Fan, a fiber art piece created by Ann Stewart Anderson and over 50 other artists in 1985.

We continued using the Ginkgo in our updated graphic identity with a layering of the leaves. Through our selection process, we recognized that our image combined several cultural traditions on the shared symbolic significance of shape and color that includes:

- The circle, feminist in nature, represents wholeness and unity. A circle offers a space for equality and belonging. It resonates with the rhythms and cycles of nature. A circle creates a focused intention for shared wisdom to effect change in the world.
- The square symbolizes stability, solidity, and security. Anthropologist Angeles Arrien states, "When solid foundations exist, creativity, responsibility, and authenticity are usually present."
- Color has both individual and collective meaning. Our mix contains layers of red and plum that symbolize movement, intensity, grounding, coming together, depth, creativity, mystery, knowing, and change.
- The flower image in the center is created by the connection of the ginkgo stems. When we come together as community we gain strength and discover that our collective energy blossoms.

Our new graphic identity honors a 30-year solid foundation that is firmly rooted in both cherished traditions and newer practices. It symbolizes bridging the past and present to gain clarity and direction for the future.

Taken as a whole, our graphic identity represents resilience, creativity, unity, stability, movement and change. It continues our radical commitment to the power of art to create change for women and girls in Kentucky.