

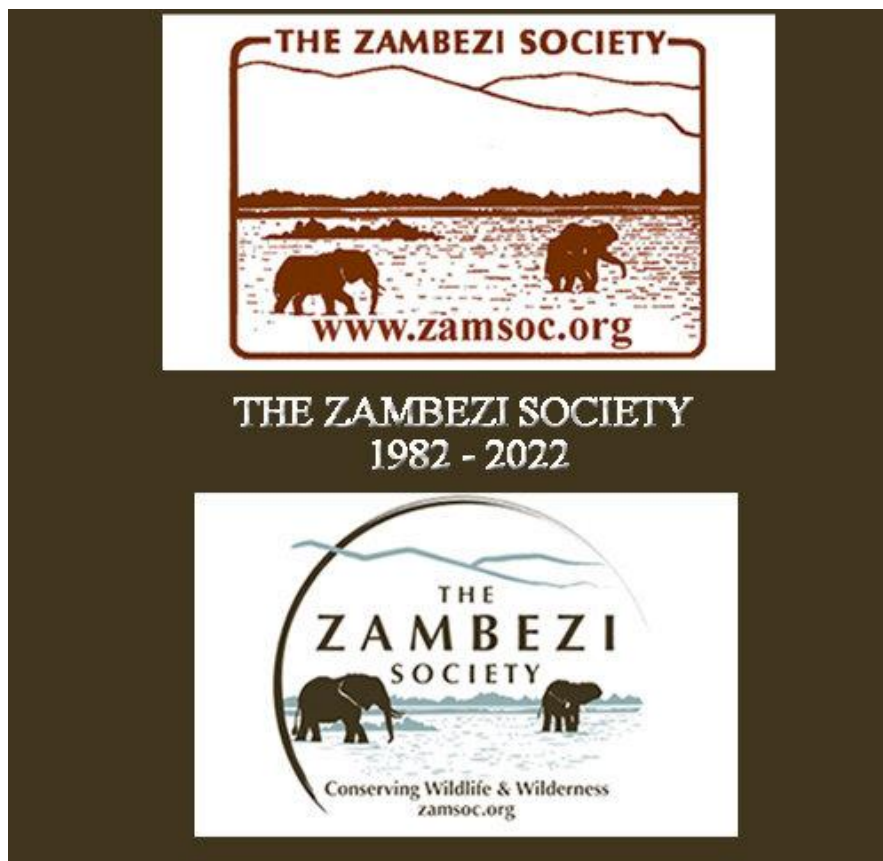
# THE ZAMBEZI SOCIETY'S HISTORICAL SERIES. EPISODE 2: THE ZAMSOC LOGO

**AUGUST 2021**

*In 2022, The Zambezi Society (Zamsoc) celebrates 40 years of conserving the precious wilderness and wildlife resources of the Zambezi River.*

*As a lead-up to this important milestone in our history, our series of historical features highlights significant events and conservation achievements that we're proud of, spanning the four decades since the Society's formation in 1982. We are sharing these on our Social Media Instagram and Facebook platforms, with videos on You Tube, on our website and in a special Historical Series of Bulletin mailouts.*

## **EPISODE 2: THE ZAMSOC LOGO**



Once we'd formed The Zambezi Society, in 1982, we realised that it needed a visual identity. Our small founder group met to create a Logo "by committee".

This didn't take long, once we were fortified with a bit of alcohol. "What" we asked ourselves, "sums up the Zambezi Valley?" Someone said "the river". Someone else said "the mountains"; and someone else again said "elephants". Suggestions such as paperthorns, and collapsing longdrops were dismissed. We knocked out a rough, had it redrawn professionally, and the result served us well for many years.

It has been given a facelift recently, in the interests of stylistic fashion, but – we're delighted to say – still retains those three vital core components. It also retains the holistic, trans-boundary

element so essential to the conservation of the Zambezi landscape. Elephants know no boundaries...and, although Zamsoc's activities may at times be narrowed in focus due to funding constraints, our vision remains valley-wide.