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Cameron design selected for new IESL logo

A design by Cameron Pale and Medina depicting ancient Sri Lankan engineering prowess was selected to replace and modernise the logo identity of the 96-year-old Institution of Engineers, Sri Lanka (IESL).

Cameron Pale and Medina, a communication agency specialising in corporate advertising, identity creations and novel media strategies said that its design was selected by the Institution of Engineers, Sri Lanka on the basis of accurately interpreting the vision of the premier multi-disciplinary engineering body at the forefront of innovation and modernisation.

The clear, simple design precisely outlines the multi-disciplinary nature of the Institution, shown through a modern depiction of a dagaba and hydro engineering works, ancient Sri Lanka's heritage and supremacy in engineering.

The ingenuity of the design uses the same strokes to display, with economy of lines and rare simplicity, a pencil and engineering grid representing the conduit of ideas, a steeple, a sluice gate, a man made lake and a strong tower.

"I have produced over 50 logo identities for various organisations. Nevertheless, this was one of the toughest challenges. The trouble was, how to keep it modern and yet intrinsically Sri Lankan, how to bring in the multiple of disciplines the institution represents and still keep it simple and to one colour.

I am thrilled all the hard work paid off, said Jayantha Sittampalam, CEO and Creative Director of Cameron Pale and Medina Pvt. Ltd.

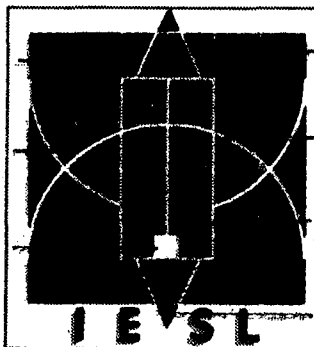
The logo identity presented to members of the Institution of Engineers, Sri Lanka recently is now in use, although a formal launch of the logo is still not planned, he said.

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The logo identity, announced and formally presented to members of the institution of Engineers, Sri Lanka recently is now in use, although a formal launch of the logo is still not planned, he stated in closing.

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