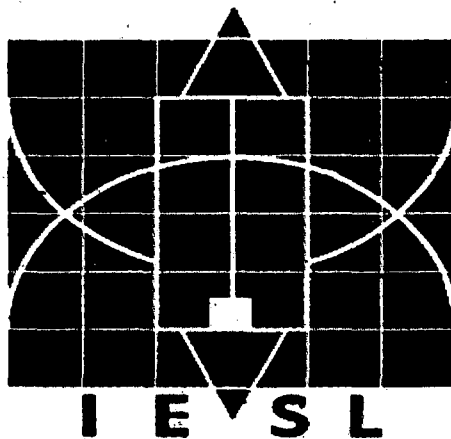


New IESL logo gives modern twist to Lankan engineering heritage

The 96-year old Institution of Engineers Sri Lanka (IESL) has got a new logo that gives a modern twist to Sri Lankan engineering heritage.

The design by Cameron Pale and Medina depicting ancient Sri Lankan engineering prowess was selected to replace and modernise the logo identity of the IESL.

Cameron Pale and Medina, a communication agency specialising in corporate advertising, identity creations and novel media strategies, announced 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 dagoba 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 Lanka, 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," Cameron Pale and Medina CEO and Creative Director Jayantha Sitampalam said. 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 added.

Printed and published by Wijeya Newspapers Ltd. on Wednesday November 6, 2002 at No. 8, Hunupitiya Cross

06th NOV 2002 Daily mirror

17th Nov 2002 Observer IESL gets new logo

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

According to Cameron, the communication agency specialising in corporate advertising, identity creations and media strategies, its design was selected by the IESL as it accurately interpreted the vision of the engineering body at the forefront of innovation and modernisation.

The clear, simple design outlines the multi-disciplinary nature of the institution, shown through a modern depiction of a dagoba and hydro engineering works, ancient Sri Lanka's heritage and supremacy in engineering. A pencil and engineering grid represents the conduit of ideas, a steeple, a sluice gate, a man-made lake and a strong tower.

