

Philosophy behind AUSRAPID Logo



Face-on/Profile, Butterfly, Puzzle

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The face represents the identity and outwardly the personality. The graphic focus on the head is important in differentiating a physical disability from an intellectual one.

The dual reading of face-on/profile denotes multiplicity and community, (the nose of one face becomes the ear of the other).

The butterfly over the head represents the psyche and the soul thus making a reference to the intellectual aspect. It also symbolises the rebirth and freedom.

Lastly the puzzle (piece) is the answer to the problem, the completion.