



## Resilient Align | Logo Explanation

This logo builds on the existing company story and offers a more modern & simplified design, while staying true to its roots.

- **Lion Symbolism:** At the heart of the logo is the lion — a symbol of strength, courage, and pride. It represents leadership and positions the company as a standout force in the industry.
- **Mane & River Flow:** The lion's mane is designed to reflect the flow of a river, an important element in the company's story. This dual symbolism — mane and river — adds movement to the logo and creates a visual path that naturally guides the eye.
- **Crown & Stars:** The crown signifies the company's leadership and commitment to excellence. Integrated within it are four stars, representing three generations and the dedicated employees who have shaped the company's legacy.
- **Shield & Heritage:** The shield is seamlessly incorporated into the lion's form, symbolizing unity, strength, and heritage. It connects to the idea of a family crest, reflecting the company's foundation, its enduring presence in the industry, and the importance of family in its journey through past, present, and future.
- **Overall Aesthetic:** The result is a clean, modern, and powerful custom illustration — a lion crowned with purpose and pride, embodying confidence, legacy, and leadership in the market.

