



*The new logo is intended to embody a fresh outlook on the future of our district. The styling is intentionally graphic, clean, and modern in its nature. It was designed to be Immediately recognizable, easy to print, embroider, or display in a wide range of formats.*

*Etymology of the new district Logo:*

*The geography of our district is represented with North Carolina in "Tar Heel" or UNC Light blue, and South Carolina in the Indigo blue of its state flag. Red, white and blue are the traditional colors in the barber pole, and also a nod to patriotism.*

*The Treble Clef is formed by 4 highly stylized people coming together, linking arms, embracing, and reaching across our district map to uplift one another. They represent our diversity while also alluding to the four parts of harmony.*

*A conscious decision to drop the word, "district", and the sub-title, "Of the Barbershop Harmony Society", replacing it with simply, "Barbershop Harmony", is intended to evoke and emphasize the idea and feeling of our craft, rather than that of an organization which acts solely as a body of governance. The new wording speaks to our commitment to include individuals and groups outside the Society, such as church choirs, college students, etc...*

*The Tag Line "Nothing could be finer" immediately conjures a song in the imagination of our target audience. It speaks to our geography, the genre of music we typically sing, and that warm-fuzzy feeling we get when we harmonize. It is a concise statement of how most barbershoppers feel about our craft.*