

EXPLANATION OF THE NEW LOGO



The design was developed to reflect the following:

SAVC

The name abbreviated to be recognised from a distance and spelt out for clarity

Blue triangle

To represent the three responsibilities namely the professions, public and animals

Medical snake emblem

To represent professional and patient centered organisations; veterinary medicine is internationally and nationally represented by the serpent-entwined rod wielded by the Greek god Asclepius, a deity associated with healing and medicine