

## The Logo:

The six coloured people icons of the logo demonstrate the six key areas reaching around the world. Each colour has been carefully selected for its symbolism.

Central to the logo are Inner Wheel members reaching out to inspire others and serve the world with compassion and energy.



## Action Ideas:

**Sharing Cross-cultural programs** – Encouraging understanding, bridging gaps and creating connections.

**Mentorship, workshops or training** – Offering opportunities to develop new skills and competencies to empower people.

**Network events** – Organising meetings or gatherings where people connect and build relationships.

**Educational material** – Helping people access resources to bridge gaps in knowledge and inspire possibilities.

**Volunteering** - Offering your time and support to organisations and community service projects that support, educate, empower and inspire others.

**Celebrating** – Promoting and sharing experiences.

## The Key Area Colours:



**Community: Teal or Turquoise:** Symbolising balance and growth, communication and clarity, renewal and refreshment and inclusivity. Using teal in community development initiatives can inspire feelings of unity, collective growth, and open dialogue—all of which are vital for successful outcomes in this area.



**Relationships: Coral.** Symbolising warmth and sociability, balance and harmony, nurturing, optimism and positivity. Using coral can help to create a friendly, inviting atmosphere that promotes the growth and maintenance of interpersonal relationships.



**Health & Wellness: Purple.** Purple is used in various awareness campaigns related to mental health, such as World Mental Health Day. It symbolises the importance and dignity of those with mental health conditions, promoting awareness and reducing stigma.



**Cultural: Blue.** Signifying communication and calm, trust and dependability, global universality and inclusivity. Using blue can subconsciously convey these values and set a constructive tone for intercultural dialogues and initiatives.



**Empowerment: Yellow.** Signifying optimism and positivity, mental clarity and intellect, inspiration and creativity, courage and confidence, yellow can help to create an energised and dynamic atmosphere to promote growth.



**Environment: Deep Green.** Suggesting the vitality of nature and being symbolic of environmental sustainability and protection.