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SAH WIA AG Logo Design Concept

In the SAH *Women in Architecture* AG (SAH WIA AG) Logo design, the principle of equality in the profession is presented by the square—the basic two-dimensional geometric shape with equal sides, which, if three-dimensional, shall become a cube, buoyant and self-sufficient in space. The shape manifests historical justice, spatial equity, and creative stability.

In creating the Logo sign, the brick shape and the original hue of the logo sign of the Society of Architectural Historians (SAH) are engaged: vertically presented on the left side of the SAH WIA AG Logo; also, below; and supporting the letter A (Architecture) of the core statement. The primary square of the Logo statement is presented in dark-blue—the hue signifying the working environment. The black square in the dynamic lower left corner of the composition manifests the endless universe of opportunities, the base, and the dress code preferred by women in the profession.

The composition expresses the dynamic progressive idea uniting the members, the WIA abbreviation of the title of the group, diagonally from lower left to upper right corner, in white, representing enlightenment, education, transparency, loyalty, and empowerment. White light also represents integrity and diversity of gender, race, and ethnicity, unifying colors of the spectrum into beams of light and progress.

Lines composing the white capital letters differ in width, as an impression of a construction site, whereas the “i” letter is a structural element connecting “W” (Women) and “A” (Architecture). Larger than the applied background, the letters represent the growth and strength of the SAH WIA AG membership.

The adopted path of *Women in Architecture* lettering refers to the “We Can Do It” poster (1943, by J. Howard Miller, resourced: Smithsonian National Museum of American History) which declares the historical value of women’s contributions to the profession, recognition of women’s legacy as leaders and role models, and the importance of research, writing, educating, collecting, registering, archiving, and curating of materials and documents latent in current chronologies.