



## LOGO

graphic design:  
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### The Logo

The science of taxonomy deals with the principles and methods of classification. It is used particularly in biology to create a systematic hierarchy of the names of animal, plant and fungal groups. All science depends on this basic knowledge.

Semantically, the word taxonomy comes from two Greek terms: order and law or norm.

The CETAF logo shows a mythical Greek being: the sphinx. This imaginary, fantasy being is made up of a mix of animals that have been popular in European mythological tradition since antiquity, through the middle ages with its bestiaries, and up to the fantasy novel of the 19th century.

The Greek sphinx differs from the Egyptian sphinx in the form and feminine quality of the head. The sphinx was a fictitious monster that combined the reclining body of an ox with a human head, lion claws, and eagle wings folded at its sides.

The sphinx is a symbolic representation of humans and nature. It represents the traditional enigma that invites humans to resolve the mystery of his own nature. In a broad sense, this meaning of the sphinx is related to the objectives of taxonomy. The being, formed by segments of other beings, signifies in a simple way the evolutionary processes and the need to study the elements of living beings to understand their nature.

Here, the human head represents the knowledge of the taxonomist, while its feminine nature represents the intuition that is necessary for the task. The oxen body represents the taxonomists desire for creating the systematic hierarchy of the animal, plant and fungal worlds. The wings of the eagle represent his silence before that which has not yet been studied, and the lion claws signify his daring to undertake a task of such magnitude.

Lastly, the logotype star represents the European origin of the initiative.

To summarize the logo's symbolism:

- To know: what needs to be done
- To desire: accuracy
- To dare: to take calculated risks
- To be silent: when prudence is advisable