

# TANGO Logo Concept/ Design

## *Design/ Logo Concept*

	<p>This symbol has two meanings; firstly the symbol represents the individual/ community member and secondly representing the community.</p> <p>Individual representation: reduce the 'shame' factor, waiting time for diagnosis/ results, anxiety associated with waiting for results, health promotion/ preventative strategies more effective/ efficient particularly regarding contact tracing, addressing confidentiality/ privacy.</p> <p>Community representation: impact of STI across the community, mobilising community in prevention, addressing 'shame' factors, whole of community effort, family factions/ reprisal,</p>
	<p>This symbol represents the not only the physical journey or path of the individual and/ or the community but also the social/ emotional and spiritual wellbeing journey associated with testing.</p> <p>As an individual there are many emotions and thought processes that an individual can experience in their journey/ path when being tested for an STI. What happens if I have an STI or something else, will others know, who gave it to me and many more thoughts/ emotions.</p> <p>This can also be said for the community journey/ path particularly as it relates to the Murri 'grape vine', community being aware of relationships dynamics, sexual networks and who sleeping with who.</p>
	<p>This symbol represents the end point of individual/ communities' journey and/ or path.</p> <p>Journey/ path that has lead to the individual either being offered or seeking an STI test, that access to testing is culturally appropriate and systems in place to support testing. Similarly as a community systems and processes have been put in place to support the community as a whole and that removes barriers to testing</p>
	<p>This symbol represents a number of concepts. Firstly, the health service, secondly point of contact (contact with health staff) and thirdly, point of testing.</p> <p>Individual or community have access to culturally responsive services particularly innovative testing that addresses issues such as time to treat, failure to return for results, takes a population preventative approach, can be incorporated into models of care and 'shame'.</p>

### **Logo Designer/ Artist**

My name is Sidney Williams; I am the son of Dorothy (Davis) Williams, born Mungindi and Jeffrey Williams, born Cracow. I am the grandson of Maude (Troutman) Davis, Born Mungindi and Robert Davis, born Crescent Head, Mable (Barra) Williams, born Gayndah and Sidney (Iki) Williams, born Eidsvold. I was born on Kamilaroi country (Narrabri) and spent early childhood years growing up in Narrabri but also a small place call Boggabri but remember the numerous trips to QLD to visit dad family. During this early period, drawing formed an essential part of my life learning from my Aunty Nell and observing my mother with her art and graft, influenced my drawings. I spent much of my adolescent growing up on the mid north coast of NSW in a place called Nambucca Heads. Here I continue to develop my drawing skills but began to explore other mediums to express ideas and concepts. Today I have contributed to a number of concepts and designs such as logos for organisations, project reports as well as one of my works being used by a PHD student to explain her thesis.