

# The Nautilus & Frankston RSL Logo



## YOU MAY BE WONDERING 'WHY THE NAUTILUS'?

Our new design incorporates the Nautilus as the primary graphic. Read on to find out why we've incorporated the Nautilus in our design and learn more about its symbolism and metaphors when representing the Frankston RSL Sub-Branch.

The Nautilus is a symbol of nature's grace in growth, expansion, and renewal. As the nautilus grows, it does so in direct proportion to its needs and with geometric precision. It is also a symbol of order amidst chaos as reflected in its spiral precision.

## HISTORY & TRADITION

The Nautilus is a symbol of longevity and strength because it has been around for 450 million years and can withstand very high pressures in the ocean by diving up to 800 meters before its shell will implode.

The RSL stands for tradition, history, and withstanding the test of time, of mateship - a bond that goes on forever.

## MULTIFACETED

The nautilus lives in a beautiful, spiralled shell divided into increasingly larger chambers. As it grows, it moves into the next largest space in the shell and builds a wall to seal off the old chamber.

The many chambers of a Nautilus can be likened to the various pillars of our multifaceted organisation - veterans, community, membership, and entertainment. The multiple chambers also visually represent the community aspect of our organisation, and the myriad of community groups we support.

## EVOLUTION & RESOURCEFULNESS

The nautilus is constantly evolving and is known to re-generate and build up to 30 different chambers during its adult life. Once it outgrows its current chamber it seals it off and creates a bigger chamber to adapt to its growth. It is also resourceful and uses the older chambers to either fill with gas to control its buoyancy or with water to dive to the bottom of the sea.

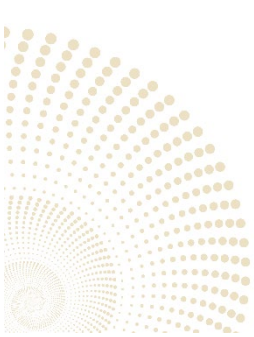
The RSL has evolved from its founding origins and core traditions since the early 1900's. It has been resourceful and self-sufficient as a not-for-profit by adopting new business models to sustain its financial longevity for over 100 years, thereby always honouring its origins and supporting the veteran community.

## SEASIDE CONNECTION

The nautilus is a cephalopod, a type of mollusc like clams, oysters, octopuses, and other shelled invertebrates that live in the sea.

The symbolism of the Nautilus in the logo represents the bayside locality of the venue.

Credit to [www.wootandhammy.com](http://www.wootandhammy.com) for some of the definitions and content.



## OUR VISION

Connecting communities.

Connecting the veteran community with services and camaraderie.

Connecting the broader community with experiences through customer first hospitality.

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