



## New Brand, New Logo, New Vision

The Islamic Society of Victoria (ISV) is pleased to announce the launch of its new brand.

After months of consultation, the new logo has a fresh new colour, green, that has traditional association with Islam. The symbol of hands, which portrays the importance of community and the arabic translation that represents the importance arabic plays in the Islamic faith and its beautiful form of art. This new brand launch coincides with the ISV's new focus on returning to the original core reason this organisation was established in 1950's by the late Sheikh Fehmi Naji El-Imam: To provide Islamic services to the Muslim community of Victoria and provide a better understanding of Islam to the wider Australian public.

The new brand will be rolled out gradually across our organisation in the coming months.