

New Logo Explanations

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Southern African Archaeology
Student Council



Southern African Archaeology
Student Society

The elements in the new logo for SAASS were chosen to specifically represent the evolution of cultural material. From its earliest known form, stone tools produced by ancestral species, to more recent modern human creations that include symbolic designs of identity on handmade Iron Age pots and beautiful hand prints in rock art.

We wanted to create a logo that was not only more inclusive of the different periods represented in the Southern African archaeological record but also the various periods archaeologists specialize in.

All elements are unique to this specific logo and the SAASS organization, and were individually sketched based off of real artefacts discovered in Southern Africa, and then digitized.

The first skeletal hand and hand axe outline represent our human origins. Southern Africa has one of the richest records for the Early Stone Age, which represents significant and cognitive and behavioral milestones in our human history. The depiction of a hand axe also represents the huge lithic sequence we have, which includes not only the ESA but the transformative and innovative Middle Stone Age and the more recent Later Stone Age. The Iron Age pottery and rock art hand print elements represent our more recent history and the various groups and identities that existed and exist across this beautiful landscape. The circular engraving included in the SAASC logo, was originally photographed in the Northern Cape and recreated. It has been adopted to represent community, something which we thought could also represent the council.