

Aurora Sports Hall of Fame unveils new logo



Their Legacy. Our Future.

As May 1 kicked off the nomination processes for the Inaugural Aurora Sport Hall of Fame Inductions, the Aurora Sport Hall of Fame (ASHoF) also unveiled their new logo.

Designed by local graphic designer and Auroran, John Stephenson with collaboration by Peter Billings, the logo was presented to the ASHoF Board for approval and the Board was unanimous in their support of the design.

"This logo is the result of a number of meetings with the designers, where many different concepts were discussed and presented," stated Ron Weese, ASHoF Chair. "Our Board felt this design was simple and elegant and not only celebrates our proud sport history but also connected that history with the excellence we see developing every day in our Community," he added. "We think it will be recognized in our community and will come to represent excellence and the celebration of sport."

Mr. Stephenson explained the logo concept as inspired by the Greek sculpture, The Winged Victory of Samothrace, "with spreading wings, reaching upwards around a human figure, denoting the true meaning of sport and competition," he said.

"The Aurora Town colours of green and blue are seen in the wings plus gold to represent the highest perceived value. The classic type style is to provide honour and reverence to each Inductee, and of course, we needed to have the maple leaf in red to ensure that this represented Canadian sport," he concluded.

The ASHoF is now seeking nominations for the three Induction Categories of Athlete, Coach and Builder/Contributor. All nomination criteria are posted on the Sport Aurora Web site at www.sportaurora.ca. Nominations close June 28th for the first-ever Induction of Members into the Aurora Sport Hall of Fame to be celebrated in November of this year.