

**Sun = tides and currents,
weather, light/known**

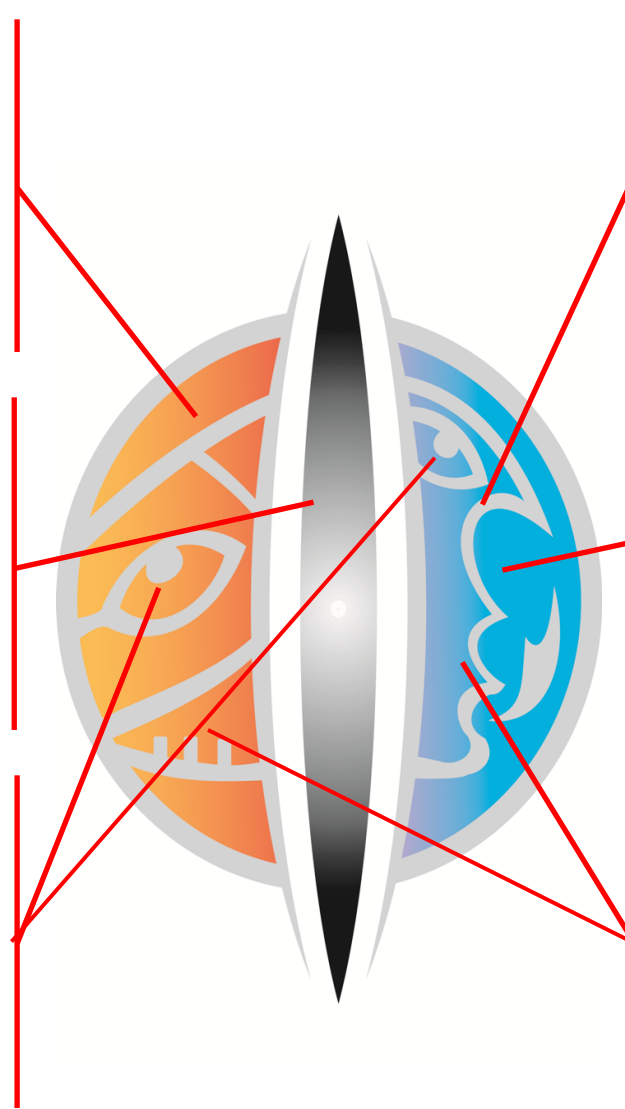
**Boat = journey , water-
based**

**Eye = seeing, seeking,
knowledge**

**Wave = coastal, power,
excitement, risk/reward**

**Moon = tides and
currents, dark/unknown,
adventure**

**Mouth = communication,
teaching**



**Sun and Moon = harmony, balance, low impact
First Nations Motif = west coast, history/tradition**

Description of the logo

The SKILS logo is much more than just an eye appealing logo. It represents many components of our coastal activities.

- On the left, the orange color relates to the sun. The sun has a lot of influence on coastal activities. Noticeably, the pull of the sun creates tides and currents. The sun influences the weather like sea breezes. The light of the sun allows us to see our surroundings.
- In the centre, the elongated shape is a watercraft that can be a kayak, SUP or canoe.
- On the right, the blue represents the moon and the water. The moon is the biggest influence on tides and currents due to its strong pull. The moon also represents darkness. Darkness brings the unknown of adventure. The wave pattern in the blue section is the natural power of the coast; source of risks, excitement and rewards.
- The two mouths convey communication and teaching.
- The two eyes symbolize seeing, seeking and knowledge.
- The sun and the moon together bring harmony, balance and an awareness of how our activities reflect on the landscape.
- Finally, the logo takes its inspiration from the First Nations culture; a critical part of our heritage here on the west coast of Canada.