

DANILO FLOREANI

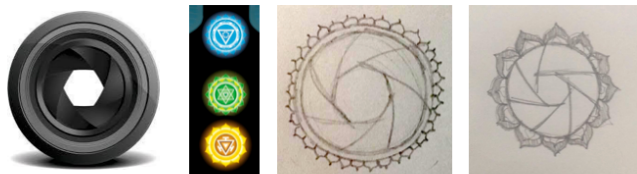
PHOTOGRAPHER | YOGA TEACHER

STORY & MEANING OF MY LOGO

It took me a long time to realize how I wanted my logo to look like. I had to find something that could represent who I am in a logo: a photographer and a yoga teacher!

I wanted to find something classic, simple but at the same time original. Therefore I started to draw together with my best friend, many many sketches.

Then finally one day I realized I wanted to mix together a Chakra (energetic center in Yoga) with a camera lens.



Finally I gave my drafts to a graphic designer whom realized the final version. And that's what came out!

The petals around the logo are 16 as the Throat Chakra. The Throat Chakra, also called Visuddha in Sanskrit, represents the ether element. The "way of the Throat Chakra" is the way of inspired creativity, seeking and sharing of the truth.

Do you dare to be creative?
Do you dare to open up to a life full of infinite possibilities?
As a communication center, it does not only allow you to express who you are and what you stand for, but it also allows you to listen deeply to one another.

A person with an developed Visuddha Chakra is a good listener and enables another person to have the experience of being heard - one of the most profound human's needs.

I really found all those meanings so beautiful and touching and they reflect the way I want to be engaged in my work: both as a photographer and a yoga teacher.

Another detail regarding the logo, is that 7 is "my lucky number" (16 petals, $1+6=7$). That's why you can also see there are 7 parts of the camera shutter.

A NEW FASE OF MY PROFESSIONAL LIFE HAD BEGUN!