# Zentralverband der Kleingärtner und Siedler Österreichs

## New logo and internet presence

After more than twenty years, the "Zentralverband der Kleingärtner und Siedler (Central Federation of Allotment Gardeners and Settlers) has decided to replace the previous logo with a new one, in a contemporary design. A closer look at the new logo reveals a lot of symbolic significance.

At the top **are** the colours "red-white-red" as a symbol that we are a federation that operates and is committed throughout Austria. The green in the heart is of course, an expression of our solidarity and responsibility for nature and its protection. The light blue stands for the air, whose purity needs our protection just as much as the water, which is represented by the dark blue. Finally, the different yellow tones remain, which symbolize the sun on the one hand, which gives us strength to grow and thrive, as well as the variety of flowers in our gardens, but of course also for the bees, which represent all insects and have an invaluable asset for our gardens.

The main reason for the establishment of a new logo was the complete redesign of our Federation's homepage, planned for September, as well as the new design of our Federation's magazine "Kleingärtner".

As a service institution for our affiliated associations and societies and their members, it is very important to us to reflect this service character on our homepage. The new homepage will make it even easier for our members to find and use the various services offered by the Central Federation.

In addition to the new, modern structure of the site, there will also be an allotment garden blog in the future, which will dedicate itself to the topic "allotment garden family" in various forms and will support the dissemination of our main topics on social media.

We look forward to welcoming you as a visitor on our new homepage.

#### Homepage until 2010



#### Homepage from 2010 – 2019



### Homepage since September 10<sup>th</sup> 2019

