

# DR. MARTIN LUTHER KING JR. TASK FORCE, INC.

## LOGO RATIONALE

### Bold Simplicity with Symbolic Depth

The sunburst mark is designed to be striking yet simple, utilizing strong geometric forms and clean lines to convey confidence and clarity. At its core is a half-circle sunrise – a symbol of hope, new beginnings, and upward movement. The radiating rays emanate outward, representing the expanding reach and energy of the movement. This deliberate simplicity ensures the mark works at any size, from social media avatars to large-scale signage, while the symbolic depth speaks to the organization's mission: bringing light, hope, and action to communities.

### Directional Meaning: Rising and Ascending

The sunburst concept draws inspiration from the visual language of activism and movements – the upward motion of the sunrise symbolizes growth, elevation, and forward momentum. Unlike a setting sun, this mark rises and expands, reflecting the MLK Task Force's philosophy that nonviolence and social justice are not historical moments but living, growing practices. The rays don't recede – they move outward, symbolizing how the movement spreads from the organization into the broader community. This upward directionality reinforces the message: together, we rise.

### A Flexible, DualPurpose Identity

The visual system is built to be versatile and intentional. The sunburst mark works independently as a symbol for the brand and can be paired with the full typographic mark ("DR. MARTIN LUTHER KING JR. TASK FORCE, INC.") across different brand contexts. This flexibility supports the organization's wide range of applications – from digital platforms and social media to printed materials and community events – while maintaining a cohesive, professional presence that honors legacy while moving boldly forward.

