



## THE GILMAN BROTHERS COMPANY

*In celebration of The Gilman Brothers Company One Hundredth Anniversary, a new logo has been created, and just as a fingerprint reveals a unique identity, so does the logo we have designed for the company.*

*Borrowing elements from the old logo, the new "centennial logo" was created to convey this unique story. In a sense a riddle, for within the words, colors, and symbols of the logo are the clues needed to answer three questions. Who are these people? Where are they? What are they doing?*

*Answer to the first question reveals who these people are. The lion, the symbolic representation of the Gilman family, is seen turned to the right, healthy, robust, and "armed" with claws ready to shape its own destiny. Although appearing strong and healthy, it has been tested. Introduction of crimson to the lion, symbolizes the trials and tribulations that have faced the family over its long history of ownership. It wears these scares proudly, and is ready to meet the present and future challenges. The color gold was selected for the lion to "reflect" this gleaming spirit of optimism!*

*The second clue the logo seeks to convey is the sense of place, revealing where these people are located. The use of the state shield reflects their location in a general sense. The appearance of the name Gilman over the shield reveals the specific.*

*With the incorporation of the establishment date of 1897, the idea of a thing or enterprise arises, and the answer to the final question. What are these people doing in this place? They are here to pursue the thing that allows one to provide for oneself, family, and ultimately community. Namely opportunity through the creation of industry, in this case manufacturing.*

*The flowing blue ribbon in the logo symbolizes the river (progression and continuance), and that which ties all the elements together. Although it is no longer a factor, it was the river that brought the people to this place which resulted in the establishment of a community, built around this thing called industry. Just as the river that once powered its machines, this enterprise called The Gilman Brothers Company follows a dynamic, ever changing and non-ceasing course!*

*Finally, four stars were added to the shield. Three to represent the generational span of family ownership and participation, and a fourth placed for the other dedicated employees past and present who have contributed and are continuing to make this endeavor possible.*

1897 *Our 100th Anniversary* 1997

GILMAN ROAD · GILMAN, CONNECTICUT 06336 · FAX (860) 889-5226 · TELEPHONE (860) 889-8444