

French & Indian War Foundation

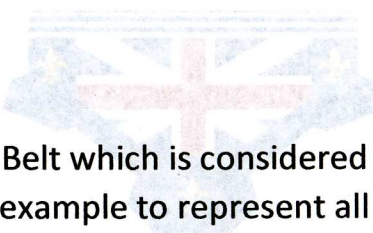
The new Logo for The French and Indian War Foundation is presented above. It is being unveiled today at the Foundation's Annual Meeting November 10, 2019.

After five years of research and discussion, the Board adopted the Logo which was designed by Stevan A. Resan, Vice president of the Foundation. It is comprised of four components which are significant in the Colonial History of the Virginia frontier of the 18th century.

The first component represents the curtain walls and bastions of Fort Loudoun as viewed in the perspective drawing of Fort Loudoun by Norman Baker. Fort Loudoun was designed by George Washington and built to house the Virginia Regiment and act as a headquarters and supply depot to furnish men and equipment to Virginia's western frontier outposts.

The second is the British Union Flag which signifies British rule over the colony of Virginia which was a Crown Colony. Virginia claimed land to the west of the Appalachian Mountains including the land called "The Ohio Country" which encompassed land that today includes parts of several states.

The third component are the three Fleurs-de-lis on a blue background derived from the "arms of France" signifying the Kingdom of France. The Fleurs-de-lis were a religious as well as political symbol, The King of France was referred to as "His most Christian Majesty". Some suggest the number three referring to the holy trinity. France disputed the British claims and maintained that all land draining into the Mississippi River was their land.



The fourth component is the two row Wampum Treaty Belt which is considered to be the grandfather of all treaty belts. It is used as an example to represent all of the Indian tribes which inhabited Virginia's western frontier, and more broadly those who aided the French and the British during European settlement in the colonial period.

The two rows of the belt were described as follows:

"In one row is a ship with our White Brothers' ways; in the other a canoe with our ways. Each will travel down the river of life side by side. Neither will attempt to steer the other's vessel."

This principle, called Kaswentha, is considered by the Haudenosaunee (Iroquois) to be the basis of all of their treaties with European and North American governments, and the citizens of those nations.

In addition to the Logo it was decided to make the letter font of the foundation close to that which was used in this time period in Virginia (e.g. as in the Virginia Gazette). Caslon Pro (including the Caslon italic ampersand) was selected and the Foundation name will appear as depicted to the right of the Logo in most cases.