Annual Conference logo launch: The Power of Curaj

Blog, Inclusion and Equality, ILGA-Europe Annual Conference, Romania

Learn about the courage captured in our branding for this year's ILGA-Europe conference

As we launch our new logo for the ILGA-Europe conference in Bucharest, we present to you a word used in everyday Romanian life: 'curaj'. This term, which means 'courage', encapsulates our theme this year, 'The Call to Courage' and serves as a powerful reminder of the great bravery shown by our activist movement, often in the most challenging circumstances, and the collective courage we need to inspire in each other as we go forward.

Meet the designer

This year's designer, Vadim Carazan, has been working in design for 12 years in Romania. After years of freelancing, he established his own studio with a team of employees, called wegrow. While he now delegates most of the projects, this was one he chose to undertake himself. When designing, he wanted to challenge himself, since using a word as a logo is considered quite "out of the box" in the designer world.

About the logo

Here is what Vadim had to say about the process of designing the logo:

“Language plays a crucial role in shaping our perceptions and emotions, and the Romanian language offers a unique perspective on courage. The word “curaj” (pronounced koo-rahzh) stands alone as a compelling call to action. In everyday Romanian life, it is commonly expressed in various situations, such as encouraging someone before they leap to the unknown or offering support to someone facing a difficult decision. This cultural resonance transforms “curaj” into more than just a word; it becomes a heartfelt nudge toward bravery and self-empowerment.”

“The design of our logo reflects the essence of ‘curaj’ in its simplicity and strength. Each letter varies in shape and style, symbolising the rich diversity within the LGBTI community – you can be a ‘C’, or a ‘U’, or any other shape and letter! The design celebrates quirkiness, individuality, and the spectrum of experiences that make our community unique. This playful yet meaningful approach represents the importance of embracing one’s identity and self-expression.”

“While ‘curaj’ is deeply rooted in Romanian culture, its message of courage resonates universally within the LGBTI movement. It embodies our shared experiences – standing up for our rights, embracing authenticity, and nurturing a culture of inclusivity. By centring this word in our branding, we not only honour the local context but also highlight our commitment to making connections and empowering activists. This choice serves as a reminder that we are all part of a broader movement, united in our quest for equality and justice.”

Curaj in Bucharest

We are big fans of what Vadim has done with the logo. It represents so clearly every element of the theme of our conference, while rooting it in Romania, where we look forward to being with over 400 activists from October 16-19, hosted by local organisations Accept and Mozaiq. It promises to be a pivotal moment for the LGBTI movement in Europe and Central Asia, as we come together in a vibrant, engaged and courageous space to connect, learn from each other, have great fun, and re-energise for the work ahead.