

CA Sri Lanka redefines its prestigious legacy with new visual identity

In its continuing endeavor to keep up with changing times and to stay relevant with global changes, the Institute of Chartered Accountants of Sri Lanka (CA Sri Lanka) recently launched its new visual identity.

The new captivating logo is a modern representation of a classical symbol, which reflects the Institute's core values, building on its over 52-year old heritage while looking towards the future as it strives to be among the foremost globally recognized accounting bodies, supporting its 4300 members and over 36,000 students in Sri Lanka.

The new logo is developed around three elements, the scales, pen and shield. The shield symbolises guardianship of standards and ethics as well as care and support to its members and students; the scales and pen reflect balance, education and regulation. This identity delivers a message of dependability, continuity and professional strength.

The new visual identity aspires to redefine the Institute's prestigious legacy to reflect its future ambitions, in its continuing strive to capitalize on the opportunities and deal with the challenges it faces in today's dynamic business environment.

The Institute's President Mr. Sujeewa Mudalige commenting on this landmark occasion noted that the Institute takes great pride in what its founding fathers created over 52-years ago, but change is essential if it was to face today's dynamic business environment with confidence whilst also striving to be a greater force in the future with global accounting bodies.

"Our change does not limit to only image but during the next few months, the Institute will reposition itself in terms of internal operations, processes and service delivery. Our employees are undergoing a culture change which aims to deliver on the high expectations of our stakeholders, in our continuing strive to compete in the international market," he said.

"While safeguarding what our founding fathers so proudly handed over to us, our new change has been built on our 50-year old heritage, yet positions ourselves as modern and a cutting edge tertiary education provider in the country," Mr. Mudalige added.

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