

The story behind the CAHON logo



The CAHON logo design team was led by Drs. Weijing Sun, Ke Liu and Jeffery Ye, and was under the supervision of CAHON board. Dr. Weijing Sun is the main designer.

The design takes the following considerations:

1. The overall shape outlines a globe.
2. The blue, white, yellow and red represent the colors of two nations' flags, hence CA (China and America).
3. The yellow and red stripes above the blue canopy on the top represent bridges. One of CAHON's key missions is to serve as a bridge among its members and between Chinese and American Hematology-Oncology communities for medical and educational exchange.
4. The shape of a heart can be seen (white space) on the background, representing that CAHON continues to fulfill its missions from its heart.
5. CAHON letters are in a font that looks masculine.
6. The whole letter was pulled out of the globe so as to add an aesthetic look.