

The Sapsucker

The hero of our logo is the Yellow-Bellied Sapsucker symbol which pays tribute to our home in Sapsucker Woods. This simple and iconic drawing is based on the work of renowned illustrator Charley Harper, who was commissioned by the Lab to create the painting “We Think the World of Birds.”

In extreme circumstances, where space is tight, it is permissible to use the symbol on its own without the wordmark. For instance, as a social media avatar or a lapel pin. Whenever possible though, use the full logo.

