

# Of Owl Wisdom and Peripatetic Perch

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Seven years ago, when I started my blog in 2018 on WordPress, I had a vision that my blog would be written at the intersection of business, the economy, politics and culture. I also knew that the visual identity would be an owl, known for its wisdom, and I had decided to name the blog Peripatetic Perch.

Since then, my blog and its visual identity have had quite a journey. Starting off with a square logo, since I didn't have a paid account on Canva to have the background removed. I still can't afford a paid account on Canva as I am unemployed, and as it is I pay enough each year just to keep my blog alive on WordPress!

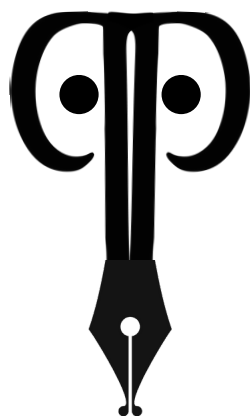




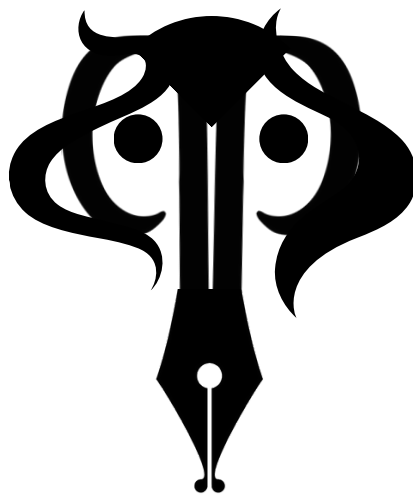
When I discovered background removal was possible on other sites for free, my blog's logo changed to a circle, though it retained many elements of the first design, especially the owl.

Early in 2024, I created a new blog icon which many of you might not have noticed, unless you shared a blog post of mine with someone, or you looked carefully at the tab next to my blog site's URL.

The idea was to take the first letters of Peripatetic Perch – both Ps – and use them to form an owl face with a fountain pen nib at the bottom to suggest writing.



This idea has now grown into a new owl symbol to replace the generic owl graphic that I have had at the centre of my blog's logo for all these years. The generic owl was a design element in Canva.



Of course, I am not a designer or an art director, and I have even now used design elements available on Canva, and text fonts from elsewhere, to create the new owl symbol. As an old advertising professional, I am also aware of the pitfalls of changing a brand identity or logo too frequently even though it's only a blog in this case, and you will find many of the blog logo design elements familiar.



I'd like you all to meet the new Owlady of Peripatetic Perch as she goes into 2025 wielding her pen to share her thoughts and ideas on all the issues that matter. My blog is still about business, the economy, politics and culture, but the new Owlady has attitude, you have to agree.

You may discover through 2025 and beyond, that Owlady of Peripatetic Perch sharpens her focus on business and brands, as these have been at the core of my long professional career in advertising and brand communications in India. What better year to focus on innovations in brands than in 2025!

I hope you will find the reading at Peripatetic Perch insightful, innovative and inspiring in the years to come. And I hope you will also grow to like the new Owlady more, as time goes by.

