



The Society of Ceres Has A New Logo!

The Society of Ceres is delighted to announce that we have an official logo! Our interpretation of the Tri-Star design on the Tennessee state flag features three blooms: the Tulip Poplar, which is Tennessee's state tree; the Bearded Iris, our state flower; and the Dogwood, a native species and one of the most popular in cultivation in Tennessee.

The new logo was conceived by Ceres Committee members Gavin Duke, Michael Dixon and Peter Grimaldi, and brought to fruition by local graphic designer Blair Bego. Blair is a native Nashvillian who owns and manages b.creativ, a unique one-stop marketing source for clients across the country. Her client roster includes notable brands such as Julie's Real (Dallas, TX) and events such as the Nashville Golf Open, benefitting the Snedeker Foundation.

Blair has a heart for her community and loves to give back, as exemplified by her dedication to Chukkers for Charity and the Holiday Charity Bazaar hosted by the Governors Club, both benefitting Saddle Up!. We knew she would be a perfect creative partner with Ceres. It was a unique parallel knowing that she works to beautify her clients' websites and brand images, just as the goal of Ceres is to beautify the City of Belle Meade. You can find more information about Blair at bcreativpro.com. Thank you Blair for your expertise and your talent!

-- Laura Katherine Wood, Society of Ceres committee Chair