

# Inspirations

Adinkra are symbols from Africa that represent concepts or aphorisms.



## Sankofa

The Sankofa bird symbol is derived from an African proverb, “Se wo were fi na wosankofa a yenkyi,” which translates as “It is not wrong to go back for that which you have forgotten.”

**Go back and get it.**



# MELROSE PLAZA



## Kokuromotie

Kokuromotie a thumb symbol represents cooperation, participation, teamwork, indispensability, and harmony. A thumbs up is an approval. This symbol signifies your participation and cooperation in what is happening. It means you are part of the team and that they have your support.

### AFRICAN PROVERB:

**“Dua baako nndane kwaye”**

which literally means,  
“One tree cannot be a forest” —  
We achieve more if we work  
together.

The Melrose M was inspired by an African symbol for support, cooperation, and harmony. As a stylized thumb pointing upward, the logo radiates hope, just as Melrose Plaza represents hope for the NW Roanoke community.

What’s most amazing is all the ways people interpret the logo. Some see a heart, a sprout growing from the earth, or a sunrise over mountains, all positive images. Others see subtle nods to the Sankofa bird holding an egg in her beak. The egg, as well as her forward-facing feet, symbolize a promising future.

No matter how we interpret the logo, everyone is moved by the array of colors, evocative of African tribal fabrics, Native American motifs, and Hispanic art and fabrics. The inclusion of people and colors is intentional. The logo celebrates our diversity.

Starting with the new Melrose Plaza logo, the community embraces the idea that “it is not wrong to go back for that which you have forgotten.”

Together, we will reinvigorate the NW community for individuals, families, and businesses. We will address health disparities. End the food desert in Northwest Roanoke. Remove barriers to economic success. Help residents achieve their fullest potential. Improve the quality of life. And create a new sense of community pride.