

The Secret Symbology of the Cisco Logo



A Nantucket Mystery: Solved!

Many people have asked, so after ten years it seems the time has come to reveal the story of our archetypal logo:

A long time ago in a decade far far away, the founding couple behind Cisco Brewers had not yet met. Randy was biking across the USA with a backpack and a sketchpad. Wendy traveled around trying to figure out what a person might do with a bachelor's degree in philosophy.

Randy drew his soon-to-be signature marching runes while camping somewhere in America's heartland. For him, they were about perseverance, strength, and honoring the past.

While in New Zealand, Wendy bought a Maori carved pendant. It's appealing wave shape, she was told, was the Maori Yin/Yang: a symbol of both water, the source of all life, and the fiddlehead fern, signifying rebirth.

These two groovers met on Nantucket in 1992, and their artsy/philosophical selves got along. When they formed a brewery a few years after that, they tried to create a logo that would mean something to each of them but would be greater than the sum of its parts, then put it on a bottle cap.

Randy learned that the Vikings had carved runes on their brewing staffs, thinking it was the runes' magic (rather than the yeast living in the wood) that caused fermentation. Wendy made the wave more of a "C" to stand for "Cisco," since the brewery started near Cisco Beach. It was perfect. A modified version of the past, if you will, to shape the future. Plus it looked really cool.

These days we hope the logo means something about creating an authentic life and making a living at something you believe in, in a place you love, with people you really like to be with. And this goes without saying of course: It's about really great beer. Aha!

Thanks for wearing the shirt and sharing the love.