



THE ESSENCE OF OUR CREST

The coat of arms was first used in the 12th century
to mark heritage, lineage or prestige.

It was an era when men were differentiated as friend, foe or family by heraldry.

A time when chivalry and honour were one.

A period when men preserved and protected all that they loved.

An age when concords were sealed by a handshake, a nod, a drop of blood.

Do such men continue to exist? We believe so.



So we crafted a coat of arms with them in mind,
with symbols that annotate their qualities, to represent their essence.

The grail, shaped as a shield that dispels doubt and defends the will of thought,
illustrates the thirst for information that our Mind section will fulfil.

The two oriental dragons connote power; the capacity to bring forth rain and hence life.

The one on the left denotes our Soul section and signifies affluence.

The one opposite it, style, for our Body section.

The fountain pen exemplifies the art of writing;
the ability to alter, to shape and to influence viewpoints.

The sabre stands for integrity - moral courage at its very best.

Last but most important is the name.

Inspired by the word "lexicon" and adapted to epitomise a class of men,
of distinction, now formally known as,

LEXEANS.