

THE SHIELD GROUP, LLC



THE MEANING OF THE SHIELD GROUP LOGO

A Unicorn On A Shield of Protection

The Unicorn, a mythical and heraldic beast, is a legendary creature embodied like a horse, but slender and with a single horn – usually spiral – growing out of its forehead. Though the popular image of the unicorn in modern day literature depicts a white horse with a horn, the traditional unicorn actually has a Billy-goat beard, a lion's tail, and cloven hoofs which distinguish him from a horse.

Down through the millennia, the Unicorn, probably the best known of all the magical beasts, has been a symbol of mystery and wonder, a mythic magical animal of power, beauty and grace, both elusive and grand. According to legend, the Unicorn, fleet of foot and difficult to capture, was so elusive that it could only be caught by a virgin maiden, unless otherwise entrapped by deceit, deception and unfair means.

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References to the Unicorn can be found in the earliest of Mesopotamian pictorial arts, springing from the very cradle of civilization – the Fertile Crescent – where the Garden of Eden is thought to have originally existed.

The Unicorn appeared throughout the ancient world, suggesting that he was more than just fantasy and imagination. He has been found in the ancient myths of many countries, including India, Southeast Asia and China, a beast of the Gods rarely seen by men and women, yet delicately memorialized in paintings on wood and fabric.

According to ancient legends, the Chinese Unicorn, known as Kilin (pronounced Chee-Lin), was said to live for at least 1,000 years and along with the Phoenix, dwelled in the world beyond the clouds where the great immortals forever feasted.

A very old and ancient story related through the ages tells of a beautiful Bulgarian virgin maiden who led a Unicorn to her village in order to cleanse the water wells that had become stagnant and impure, making the entire village sick. The Unicorn, dipping the tip of its horn into the water of the well, turned the water pure as crystal and clean as sunlight, saving the people of the village.

The Jewish Talmud also makes references to the Unicorn. In Jewish folklore, the Unicorn is considered the fiercest of all animals in the kingdom of God and is able to kill an elephant with a single thrust from its horn.

The Unicorn was just as mystical and enchanting to the western mind, which enthroned him in oral legends that were passed down from generation to generation. From the shadowy well of the cultural memory of the Celts who settled across Europe, to the religious myths of the Greeks who owned a cosmology that included a variety of strange creatures and demigods, the Unicorn was spoken of and revered in both.

Throughout history, the Holy Roman Catholic Church interpreted the Unicorn in a variety of different ways, using the symbolism of this magnificent beast to convey the power, holiness and sanctity of the church. In medieval times the Unicorn represented the Christ, and its horn was symbolic of the unity of Christ and God. Some medieval paintings still exist that show the Trinity with Christ himself represented by a Unicorn. In Church teachings, the Unicorn is regarded as a holy and pure and virtuous animal.



The Unicorn of Asia, known in ancient Japan as the Kirin, was believed to possess an unerring sense of justice and good. The beast was feared by criminals since it was believed that the Unicorn was able to detect guilt, thus often appearing in courts of law to slay the guilty and free the innocent.

According to ancient folklore, the Unicorn is the only fabulous beast of legend that does not seem to have been conceived out of human fears. In the earliest written references, the Unicorn is depicted as fierce yet good, selfless yet solitary, but always he is depicted as mysteriously beautiful.

The Unicorn's single horn, pure white at the base, the middle portion colored a magnificent gold and black, and the sharp tip a vivid crimson, was said to be able to neutralize poison or substances that could cause injury, illness or even death.

Many legends tell the tale of the Unicorn and that such was the pride and ferocity of this magnificent animal that it could never be tamed and would never be taken alive.

In the ancient world, the horn of the Unicorn was considered a symbol of magical power. The very sighting of a Unicorn was always considered to be a good omen, its very appearance meaning a sign of good times to come since the Unicorn only appeared to humans on important missions.

Some say that the fact the Unicorn has not been seen in many centuries suggests that we are living in bad times, and that the Unicorn will appear once again when the time is right and when goodness reigns once more.

The symbol of the magnificent Unicorn rearing itself in a defensive posture on a Shield of Protection was selected as the logo for The Shield Group because these combined symbols embody the very principles that we believe in:

- A willingness to always shield our clients from the evils of the world
- Our unerring sense of justice and our belief that good will always prevail
- Our fierce and selfless determination to always protect our clients from harm



The gentle and pensive virgin has the power to tame the unicorn, as demonstrated in this fresco by Domenichino, circa 1602, as displayed in Palazzo Farnese, Rome.

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