

Q: What is the story behind the Circle and Triangle logo?

A: The Circle and Triangle symbol has long been connected to the A.A. Fellowship. It was adopted as an official A.A. symbol at the International Convention in St. Louis in 1955, and from that point on was widely used in the Fellowship. For the Fellowship, the three legs of the triangle represented the Three Legacies of Recovery, Unity and Service, and the circle symbolized the world of A.A. In *Alcoholics Anonymous Comes of Age*, Bill W.'s 1955 speech, in which he describes the adoption of the symbol, is printed:

“Above us floats a banner on which is inscribed the new symbol for A.A., a circle enclosing a triangle. The circle stands for the whole world of A.A., and the triangle stands for A.A.'s Three Legacies of Recovery, Unity, and Service. Within our wonderful new world, we have found freedom from our fatal obsession. That we have chosen this particular symbol is perhaps no accident. The priests and seers of antiquity regarded the circle enclosing the triangle as a means of warding off the spirits of evil, and A.A.'s circle and triangle of Recovery, Unity, and Service has certainly meant all of that to us and much more.” (p. 139)

Nevertheless, in the early 1990s, A.A.W.S. decided to phase out the use of the Circle and Triangle symbol on its literature, letterhead and other material. It was decided to phase out the “official” or “legal” use of the Circle and Triangle symbol, and in 1994 the General Service Conference resolved that the logo be discontinued on all Conference-approved literature. However, the symbol is still associated with Alcoholics Anonymous (and other kinds of 12-Step recovery fellowships) and has a special meaning for AA members all over the world.

<http://www.aa.org/lang/en/subpage.cfm?page=287#cinco>