

A M P & R S A N D

T H E N E W N A M E F O R T D L



The origin of the Ampersand symbol

Our name **represents** what we do...
Our business is about **partnerships**...
We're the **link** in the process.



In the Roman alphabet *et* – the commonly used Latin word for *and*, was originally written as two distinct letters. Over time the two characters, *e* and *t* were combined to form a more stylised single character or ligature – &. By the beginning of the 19th century it had become the last letter of the alphabet.



Children reciting this alphabet in school finished with 'X, Y, Z, &.' As this sounded 'X, Y, Z, *and*', people wondered what was following, and asked '*and what?*' Thus the recitation became 'X, Y, Z *and per se and*', where *per se* in Latin means *by itself*.



As the recitation got faster and the influence of Latin diminished this '*and per se and*' gradually became slurred to *ampersand*.



Today the ampersand symbol is used to represent the conjunction *and* – specifically in the context of partnerships.