

New Logo Proposal

NWTRCC is in need of a new logo for reasons:

1. For anyone visiting our website on their phone, the dove is not discernible. If anything, the dove looks like smoke coming out the howitzer gun.
2. We are hoping to do a website refresh this summer and it would be good to have a logo that is in color. We had originally planned the website refresh for January, but we were told that we would need another refresh if we changed our logo in the future. So in this chicken and egg scenario, NWTRCC will save both time and money if we are certain about a logo before moving on with the website upgrade.

Following discussion at our November business meeting about the possible future of our logo, NWTRCC formed an ad-hoc logo committee (Lincoln, Chrissy, Rick Bickhart, Sam Yergler, Anne Barron). With additional input from our Outreach Committee, we are proposing one of the following three options. Our primary criteria in creating these proposals was that the new logo should be (1) simple enough to be easily discernible on a cell phone and (2) one that is in color but could also be transferred to black & white for certain printed materials. After soliciting feedback through posts on social media, the following three options were the most popular.

1)



2)



3)

