



Jackie's Logo Reveal Minutes: September 2, 2021

Attendance: Joe Michielli, Mark Muilwijk, Paula Bartlett, Mathew Jenkins, Jackie Robbins, Ruth Page, Katie Wenger, Eric Smith, Allison Thomas, Shasta Ockerberg

- I. Jackie's Logo
 - a. After months of hard work and dedication to creating a new logo for FHANA, Jackie Robbins unveiled her final idea. The logo resembles a horse head drawn through line art with swooping mane and a distinct head shape. The logo can be completed with the square shape she designed around it. The FHANA name is written in a simple font with a crown over the first A, tying our logo to the KFPS organization. The full FHANA name is spelled out underneath. This logo has many different versions depending on merchandise and advertising methods.
- II. Member Opinions
 - a. The majority of the members appreciated the logo, calling it "elegant," "classy," and "capturing everything FHANA strives to achieve." Some gave feedback as to how it can be improved, including "the ears need to be more forward," "should resemble a Friesian more," and "maybe exclude the square shape, it takes away from the horse." Overall, the logo was an amazing start to rebranding.
- III. Other designers
 - a. There had been previous talk about alternative logo ideas from other designers. If any of the members had designers in mind, they would have to contact Joe about their idea and then potentially presenting it to the logo subcommittee. Katie mentioned there were three designers she reached out to about logo designs, and Mark had submitted his ideas back in May for discussion.
- IV. Final Outcome
 - a. The logo subcommittee will meet next week to review the other three designers and their ideas, make sure they know what the new logo needs to capture and discuss if they should move to the board. Katie will reach out to the three designers and have Joe send their information to the rest of the subcommittee. The marketing committee has decided to think about Jackie's logo until the budget meeting on the 13th. The committee will then decide if to send it to the Board.

The meeting was adjourned at 6:00 PM PST/7:00 PM MST.

