

# Report of the Ad Hoc Committee on Possible Modernization of the CWC Logo

For Presentation at the July 26, 2015, CWC Central Board Meeting

## Review:

At the July 2014 Central Board meeting, the idea was first floated of modernizing the CWC logo, particularly for digital presentations. The idea was not to “retire” the current logo, but to maintain it for legal and ceremonial purposes, and to create a second logo that the state organization and individual branches could use when a streamlined, full-color image is needed. At the January 2015 Central Board meeting, the Central Board appointed an ad hoc committee to further investigate the issue.

**No new logo will be adopted without the approval of the Central Board. The proposal to follow is merely intended to seek design options for presentation to the Central Board at a future date.**

## Recommendation:

That the Central Board choose one of two options (or, possibly, both) to solicit new designs for an updated logo.



**Option One:** Spend \$299 with 99 Designs. (99designs.com) The way this works, you upload your design criteria. Designers from around the world “bid” on your project by submitting a design based on your criteria. You then choose the design you like the best and release the money to the winning designer.



**Option Two:** Spend \$50 with Fiverr. ( www.fiverr.com) This involves browsing the portfolios of logo designers from around the world, picking those you like, giving them your design criteria, and then paying them \$5 for their work. An investment of \$50 would give us 10 designs to choose from. Note that revisions and other “add-ons” will cost more than five dollars.

## Design criteria for either option:

- The words “California Writers Club” must be included.
- Needs to appeal to both men and women and to all adult age groups.
- A timeless feel, nothing faddish, nothing that will go out of style in a few years.
- Should be in color, but also translate well to black-and-white formats.
- Must reproduce well in traditional print formats as well as digitally.
- Should visually convey the concept of literary creativity.
- If a California image is used, it must apply to the entire state, not a single region. No Golden Gate Bridge or Hollywood sign, please.
- Avoid the cliché of a quill pen, unless it is used in an unusual, unexpected way.

The committee asks the Central Board to approve funding for one or both of the options described above, and to approve or revise the design criteria.

Joyce Krieg, Committee Chair

Sandy Baker and Linda Brown, Committee Members