



LOGO ADJUSTMENT RECOMMENDATION

BOARD MEETING

SEPTEMBER 17-18, 2020

THE PURPOSE OF A LOGO

- Identification – face of organization
- Recollection – identify image faster, better than text
- Quick reference – does not tell your whole story
- Research shows logos with a clear, simple design
are most memorable

OUR PROCESS

- Review logo use
- Best practices

- Listen!!



- Drafts



- Revisions



CHALLENGES WITH CURRENT LOGO

- Inconsistent look
- Inconsistent use
- Scalability challenges



IMPORTANT ELEMENTS TO KEEP

- Mountains
- Water
- Tanker
- Name format
- Simple yet eye-catching





LOGO OPTIONS



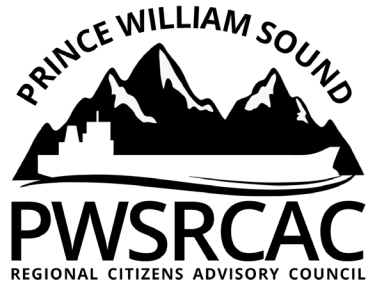
VERSION I



**VERSION I:
USAGE EXAMPLES**



VERSION 2

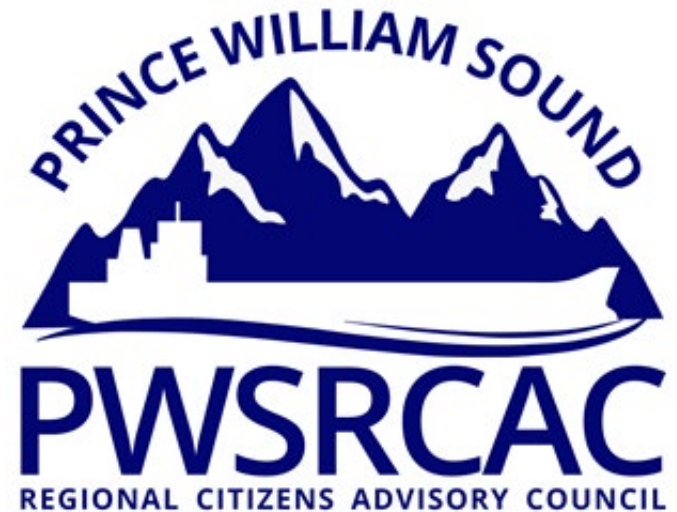


**VERSION 2:
USAGE EXAMPLES**

BOARD VOTE!



VERSION 1



VERSION 2



THANK YOU!