CONSIDERING ELEMENTS FROM LOGO BRIEF

Banners



- Banners take up a lot of visual space
- · Visually distracting from actual logo or message
- More commonly associated with events and announcements
- Type along the banner path can become illegible at smaller sizes

Birds



More commonly associated with peace organizations or beauty products

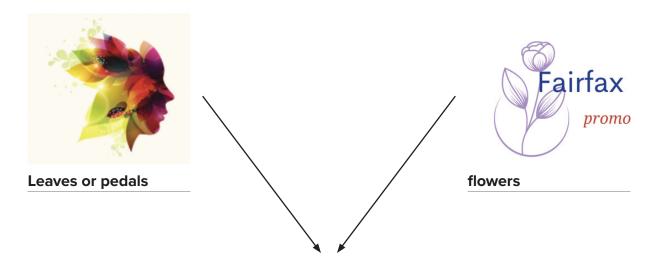
Tagline

Suggest using bylaw quote for tagline: Removing barriers for women and girls

Instead of:

Promoting the full equality of women & girls in Fairfax County "Promoting" is very passive and sounds like there is no involvement by the Commission

STRONG VISUALS



Lotus



- Symbol of femininity
- Symbol of rebirth, wisdom, calm, purity
- Growth
- Strong visual
- Can be abstract
- Geometric

Vertical



Removing Barriers for Women & Girls Vertical (small)



Horizontal (with color variation)



Vertical



Vertical (small)



Horizontal (with color variation)

