

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



Leaves or pedals



flowers

Lotus



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

LOTUS: PROFILE

Vertical



Vertical (small)



Horizontal (with color variation)



LOTUS: "W" FOR WOMEN

Vertical



Vertical (small)



Horizontal (with color variation)

