

WFDF Logo Review / February 2015

Prepared by VC Ultimate

Design Round 4

After several design submissions from VC and three rounds of feedback from the WFDF board, the consensus is to not to reinvent the wheel, but rather to build on the strengths of the original design while providing a more current, streamlined look, suitable for any and all situations where the logo may be employed.

Strengths

- bold lettering conveys authority
- incorporation of disc makes the purpose clear

Weaknesses

- small lines of disc path not suitable for some forms of customization, such as embroidery
- disc path cutting through letters makes them harder to read, especially from a distance
- extreme angle of lettering has a slightly dated feel



Proposed Redesign 1

Based on board feedback from design rounds 1-3

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Proposed Redesign 2

Based on board feedback from design rounds 1-3

WFDF



Notes on the Redesign

Based on VC analysis and board feedback

Letters are sheared at a less extreme angle for a more current look

Letters are slightly thinner, and spaced wider apart for a cleaner look

Bold lettering has been retained to convey authority



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Wide disc path is good for embroidery, and for visibility at a distance

Text has been sheared at a less extreme angle for a more current look

Disc shape of the original design was referred to as "clumsy" in feedback. The shape has been sheared to match the angle of the "WFDF" text, for a more dynamic look

Conclusion

After several design rounds, and after viewing many different approaches to how the logo could be updated, we hope that you feel the options have been explored thoroughly, and that the quality of the design work has been to your satisfaction.

We feel that the proposed design offers a clear improvement over the original, and that this will result in increased and more profitable merchandise sales for all parties involved.

Thank you for this opportunity, and for your candid feedback!

The VC Team

