

FFOFC Club Logo Development and Approval

(July 2020)

In early 2020, a committee of club members developed a club logo in coordination with a local graphic artist. During design and development of the logo, the committee focused on the below:

- 1) The logo should tell the club's story:
 - Uniqueness of FFOFC
 - Welcoming
 - Location
 - Activities

- 2) The logo should meet the following criteria:
 - Simple
 - Functional
 - Timeless
 - Appropriate

The final logo design below was approved by the board in July 2020.



Symbolic icons used in the logo mark:

- Water to represent convergence of three rivers and locus for water sports
- Mountains reflect high desert terrain and dominance of agriculture
- Sun to represent many cloud-free days to enjoy benefits from outdoor recreation
- Three people from the three cities exhibit a welcoming club culture and the wide variety of club activities.

Colors:

- Yellow orange – health, vitality, earthiness
- Green – Growth, renewal, nature, abundance
- Blue – relaxed, accepting, calmness, responsibility

Typeface / Font:

- Relaxed, playful, casual, fun, easygoing

The logo in different formats will reside on a protected page on the club's website. Club members can gain access to the logo for projects such as T shirts, ball caps, RV wheel covers, etc. by contacting club leadership.