



April 2021

San Diego SFC Has a New Logo!

We are thrilled to be using our brand new logo at the top of this special newsletter. You'll see it on web pages for our events, on emails, featured on a future banner, and other uses, still to be decided.

Some of you may remember our logo contest announcement from last fall. Almost all entries were thumbnail sketches, rather than finished logos.

The selection process seemed to take FOREVER because just about every board member had a different preference. In the end, we sent the sketches to Yukimi Annand who accommodated our various preferences. Then, after much back-and-forth, over several months, we finally reached agreement. Yukimi produced a *vector* image, which can be blown up to banner-size, for use at in-person events. We want to thank Yukimi for giving us a fantastic rate on this project.

As for the contest, ideas from several different submissions were inspirational. Your board easily agreed that the most influential design came from Wendy Watson-Diedrick, with a vertical feather and stacked text. Her prize is a credit toward a two-day San Diego workshop.

We want to thank all who entered. Even though it may not be obvious, your designs contributed to this end result.



One-Color Version



Black/White Version



Two-Color Version