



FUTURA

Designed by Paul Renner in 1927.

TYPEFACE OR FONT?

A font is what you use,
a typeface is what you see.

Typeface= Futura

Font= Futura Condensed Medium, 12pt.

LOGO DEFINITION

a symbol that is used to identify a company and that appears on its products

a computer programming language that employs simple English commands and is used especially for introducing school children to computers



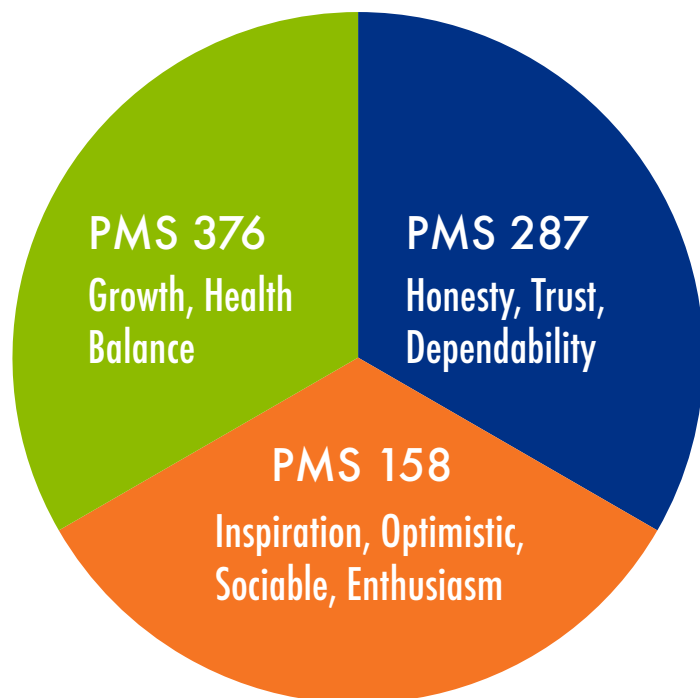
OPTION 1

Awesome explanation goes here.



OPTION 2

Awesome explanation goes here.



WHY?

Modernize the logo.

Members feel included, a part of something they identify with.

INFORMS strength is the sum of its parts.