

RNCoC Logo Rebranding Work Group

When: April 23, 2024 1:00 pm
Where: via Teams
Who: RNCoC Logo Rebranding Work Group
Why: To discuss the logo competition

Present Members:

Cynthia Crist-Stommel
Roxanne Peterson
Lovia “Vi” Larkin
Jennie Martin
Karyn Smith
Heather Benson
Jackie Rhea
Victoria
Emma

Michele Fuller-Hallauer (WWI)
Brandon Hallauer (WWI)
Jordan Ernst (WWI)

1. Updates:

Summary: Michele gave an update on the last meeting that the group brainstormed on what they would like the logo to represent, and the parameters of the competition. Michele also updated the group that the SilverSummit funding was approved to help with the CoC governance and website development. Michele gave an update that the Steering Committee decided to make the URL for the RNCoC RuralNevadaCoC.org.

Action Items: No action necessary

2. Who the RNCoC is/Logo design:

Summary: Michele gave examples of what the group thought the RNCoC represented, some examples from the last meeting included

- One big group.
- We value the rurals.
- We want people to be seen and be a part of the solution.
- Symbol of hope
- We are balancing the state.

Some new examples included:

- Provide so much more than just housing for the people we serve

- Refreshing
- Renewing
- Spring flower/silhouette, et cetera
- Growth
- Housing is more than just a building
- RNCoc is a nucleus like an atom with what the CoC does around it

The group came forward with suggestions and ideas for what the logo could look like.

Action Items: No action necessary

3. Competition and the guidelines along with the deadlines:

Summary: The group discussed the parameters of what the competition would be like. After much discussion the group decided to put as few parameters as possible in order to not limit creativity. Jordan started creating a flyer that will be sent out for the competition. The group discussed:

- What information should be on the flyer.
- That **everyone** is able to put forward a submissions
- The submission date.
- Any parameters.
- Where to submit it to.

The group thought it would be best to leave the competition open for a month and came up with a deadline to submit logo designs by **June 1st**.

After June 1st, WWI will send the submissions to the Logo Rebranding Work Group so they can review and pick their top favorites prior to the judging meeting.

Action Items:

1. Jordan will create and send out the flyer.
2. All CoC members will be asked to help disseminate flyers.
3. All logo designs need to be submitted by **June 1st**.

4. Next meetings and goals:

The group discussed the timeline for reviewing logo submissions, considering different meeting dates and the length of the meetings. After discussing meeting dates the group decided on

- **May 14th** from 1:00-2:30pm meeting will discuss website development and
- **June 11th** from 1:00-2:30pm meeting will entail judging the logo submissions.

Action Items:

1. Jordan will send out meeting invites for May 14th, and June 11th.

Next Steps/ Action Items:

1. Jordan will create and send out the flyer.
2. All CoC members will be asked to help disseminate flyers.
3. All logo designs need to be submitted by June 1st.
4. Jordan will send out meeting invites for May 14th, and June 11th.