

Discussion regarding a new logo for the ADS:

I am asking the Board to seriously consider a redesign of the ADS logo for the following reasons:

A sporting association logo should indicate quite clearly what the association does. Unless you are a driving person, the three elements of the ADS logo are lost; I had one person ask if it were a horseshoe life ring with crossed oars, thinking of sculling. In today's world, when people look at something for an average of 2-3 seconds before moving on to something else, immediate impact is vitally important.

Please look at the two logos below:



You get a very clear idea that they involve horses and jumping; most horse people would recognize this as cross country and not show jumping.

The United States Driving for the Disabled logo indicates horse, driving, and speed – a great combination for showing what disabled drivers can do.



I feel it's important to have a logo that really shows the elegance and tradition of driving to help get more people joining and involved in the ADS. But more importantly, I am hoping to start soliciting corporate sponsorships to help our financial situation, and these companies won't know anything about horses at all. Having to explain the three elements of our current logo would literally make us look like amateurs, and not an organization that is ready to do business with companies with deep pockets.

Here are two logos that were submitted by members. I don't find either of them particularly exciting, but both I think put across what the ADS is about better than our current logo.



We can do better than all of this. We've redesigned our website, we're re-organizing the board, it's time to have our public image really reflect the spirit of driving.