

## 2008 AWC Clarion Award Entry

**Submitted by:** Mary Anthony  
**Member Number:** A5836  
**Clarion Entry Number:** 100859  
**Category:** Photography, Graphics, and Design Communications  
46. Logo  
**Title of Entry:** SAAHJ Logo

### Synopsis

#### **Rationale/Purpose**

Redesign the San Antonio Association of Hispanic Journalists' logo.

#### **Goals**

1. Find a graphic designer to redesign the organization's logo
2. Have a logo with a clearly identifiable acronym
3. Promote the redesigned logo

#### **Budget**

Mary Anthony and Nora Lopez, board members and gala co-chairs, hired Joaquin Herrera, freelance graphic designer, to redesign the logo and produce art for the 2007 gala materials for a fee of \$200.

Below are figures for gala items featuring the new and improved SAAHJ logo:

Item	Budgeted	Actual cost
500 Gala invitations 350 programs	\$1,700	\$1,552.55
300 Table Favors	\$900	\$860
Honoree Award	\$160	\$160
Silent Auction Bid Book	\$200	\$209.43

#### **Timeline**

Feb. 2007      Board of Directors vote to redesign logo  
Search for a graphic designer willing to accept a nominal fee  
Hire graphic designer

March 2007      Graphic designer submits artwork for logo  
Board approves redesigned logo  
Feature redesigned logo in gala promotional materials

April-July 2007      Logo prominently featured in all gala materials and promotions  
July 2007-present      Logo used on all SAAHJ communications

**Audience**

Gala Donors  
SAAHJ Members  
Potential New Members

**Applicable Research**

The previous SAAHJ logo had been in use for almost a decade and it did not have a clearly identifiable acronym. The ‘stylized or shadow A’ was often missed since it was in the background and in a lighter shade. People would refer the organization as SAHJ. The Tower of the Americas, our most distinctive building in the San Antonio downtown skyline, was incorporated into the logo for the letter J. Unfortunately, it more closely resembled the letter I, rather than the letter J, and we would get mail addressed to SAHI. The board of directors expressed these concerns to the graphic designer when assigning the project and asked for a redesigned logo with a clearly identifiable acronym.

**Evaluation**

SAAHJ now has a logo that does not confuse people.  
We no longer need to explain the acronym.  
The correct acronym is used in verbal references or written communication.

**Additional Category Requirements**

**Printed Form of Redesigned Logo Submitted**

**Description of Client**

The San Antonio Association of Hispanic Journalists was established in 1986 and is comprised of San Antonio area journalists, communication professionals, and students involved in the study of journalism or communications. The goal of the organization is to help newsrooms and offices better reflect the diverse population of Texas and create opportunities for students to network with professionals.

**Project Budget**

See above.

**Intended Uses of the Logo**

It was introduced while promoting the annual fundraising gala and now used widely on organization letterhead, envelopes, signage, etc.

**New or Redesigned Logo**

This is a redesigned logo. Examples of the previous logo are included.