



The following review was presented by GCV Executive Director Lynn McCashin at the 2013 fall Board of Governors meeting.

Over the decades, Garden Club of Virginia has had many looks (think stationery, brochures, guidebook and website -- not hairdos or hemlines). You have worked hard to build a reputation of getting involved in your communities and commonwealth. You are known for your commitment to the beauty of Virginia. This reputation could be called a brand if you want. Generations of members have built a tremendous amount of equity in that name -- Garden Club of Virginia. The value of this equity is comparable to the equity we build in our houses. However, confusion about who GCV is and what we do remained. It is a big organization with multiple layers of activities. That was compounded by each activity having a different look or a different way use the GCV name. When seeing those materials displayed on a table, it was hard to recognize that each was a part of the same organization. It was confusing to try to connect the dots.

The solution was the logo and look adopted by the Board of Directors in 2010. This was done to ensure that our communications and accomplishments were presented in a clear, consistent and concise manner. In addition, a graphic standards manual was created to help interpret and apply the standards.

From that May 2010 Annual Meeting, "We wanted assurance that all activities of the GCV -- flower shows, Horticulture Field Day, our Conservation Forum, HGW, symposia and restoration work were receiving the high profile that they deserve." This logo is our public face, our signature. When you see it, you know the values and legacy standing behind it. We are, if you will, now connecting the dots for our members and the public.

The seal is now reserved for awards, medals and the restoration property plaques -- more like universities use their seals. Universities, hospitals, businesses and other nonprofits adhere to graphic standards and clearly outline how their logo is to be used on all communications.

The HGW graphic templates and the *Year in Review* design created over the past few years have such a strong, consistent look there isn't a question about the identity. At 93, we look better than ever and take good care of our public face. You can find everything you need in the member's area of the website. We are at the ready to help you, though, so please call the office with any questions you may have.