



Logo Development

Excerpts from Meeting Minutes

April 2025

Members reviewed several new Partnership logo ideas and staff shared some other planning council logos for comparison. Staff indicated that the new logo ideas can continue to be refined until members are satisfied with a new logo. Members liked the basic structure of people with a red ribbon. Suggestions included having a broader range of colors for the people; including the red ribbon; incorporating hands; incorporating praying hands; and removing the words HIV/AIDS from the title. Staff will bring additional options to the next meeting.

May 2025

Members reviewed several new Partnership logo ideas and agreed on the design with hands over the red ribbon with the small red ribbons inserted in the text. Staff will bring a sample to the next meeting.

July 2025

Members reviewed updates to the Partnership logo. Two hands shaking or two hands holding hands against the red ribbon was the agreed upon design. The two hands need more definition of color. Staff will bring an updated logo to the next meeting.

August 2025

Members reviewed progress over the prior three meetings on the new Partnership logo. Ms. Valle-Schwenk asked the committee to take a pause in the logo development. She suggested that members should consider the vision statement of the Partnership to make sure the logo is saying the right thing. She suggested the red ribbon may be stigmatizing and that the words "Ryan White" could be abbreviated as "RW". She offered to have the County's Communications Department provide some suggestions since Partnership staff is limited to using programs such as Canva, and that the logo could be a lot better with the marketing tools available to the County. Members revisited having the ideas of earth or water in the logo and will continue to review logo options in upcoming meetings.

September 2025

The County's Communications Department has a staff shortage and was not able to provide logo suggestions in time for this meeting. Staff will follow up with the County for the next meeting. Members expressed an urgency to complete this project.

October 2025

Ms. Gonzalez de Abondo will bring the feedback regarding the Vision Statement and previous work on logo updates to the County's Communications Department who will present suggested logo designs for the Roundtable's consideration in 2026.

January 2026

Staff advised the Roundtable that the County's Communications Department had not yet submitted a logo proposal. Members discussed the need for the logo to be representative of people with lived experience and that it should not be up to the County to tell members how they want to be represented. They noted that they had worked for several months on a logo and intend to go forward with a final proposal at their February meeting. Staff will bring the draft to the next meeting for discussion and final approval.

February 2026

Staff read the following message from the County into the record, "As our office has been deeply embedded in preparation for the EHE site visit and responding to the looming ADAP crisis over the past couple of months, it is not likely that we will have the new logo options ready to share with the Community Coalition Roundtable on Monday. In light of this, we respectfully request/encourage the Community Coalition members to give us until their next meeting to provide the new options. Please and thank you."

Members agreed to give the County until their next meeting to submit suggested logos and will go forward at that time with their proposal to the Partnership.

Members requested that the County consider the work already put into logo design and ensure the new logo includes, at least the red ribbon, hands (holding vs. a handshake), words as written on their draft, and a round shape.

Staff will bring the draft to the next meeting for discussion and final approval.

Draft logos reviewed in August.



Additional Suggestions (see also next two pages)

