



March 5, 2024

To: Bettina Longaker, Region 1 Director

From: Debbie DelGiorno, FEI Youth Coordinator

RE: Logo Design Contest Results

We were fortunate to have 13 logo art submissions that are displayed on the attached sheet. I submitted all 13 to our NAYC team embroiderer, Linda Malone of Country Lane for her review to see what logo would be the best from an embroidery standpoint.

Most were not suitable because of the stitch being too intensive and/or the thread count too high which would make it more expensive to embroider.

By the end, it was down to 2 Logo Designs:



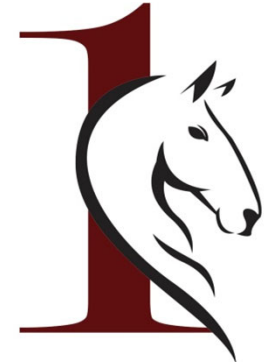
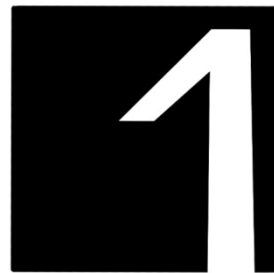
After further analysis, the first logo detailed above which was designed by Jessica Young, mother of Region 1 youth athlete, Addy Young, would need to be large enough to read the word "REGION" so it would not get lost on fleece and other "plush" material. If the size of "REGION" was increased to $\frac{3}{4}$ " the horse head would need to be 1.5" tall and adding the circle would make it even taller.

The second, designed by Paige Zimmerman a youth member of ESDCTA, is perfect for embroidery, having nice thick lines that will not get lost on fabric and it encompasses both the "1" for our Region and "D" for dressage in a creative way. The embroidery cost would also stay the same as it is currently.

Because there is only one logo submission which truly works, I recommend that we do not put it to vote at the spring meeting but go with the 2nd logo detailed above.

As always, please do not hesitate to contact me with any questions or comments you may have.

Region 1 Logo Contest Submissions



Region 1 Logo Contest

Winning Logo Design by Paige Zimmerman (ESDCTA)

