

DLA - Logo Competition

Deer Lake Board <krys.rodriquez13@gmail.com>

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To:glynt@hotmail.com <glynt@hotmail.com>

Hello Deer Lake Association Members,

Over the summer I have had many conversations with various Association members regarding the desire to update the Deer Lake Association logo. I have brought this idea to the Board and we are all in favor of seeing where this takes us and the possibility of having member input to potentially update the current orange deer logo that we use from time-to-time on documentation and the website. For those that may not be aware, this is the current logo:



For those that have been at Deer Lake for many years, we know this logo has a history and was designed by the late Sarah Blue. I have reached out to her family and informed them of the Board and Associations wishes to possibly update the logo and they gave us their blessing to proceed. As a side note, they shared a interesting story with me that I'd like to share with you. This logo was developed and put on license plates/stickers to identify Deer Lake residence. The reason for this was that if along the road from Albuquerque to Deer Lake, if someone was broken down they could recognize each other and stop to help. If that isn't a sense of community from those generations that came before us, I am not sure what its. Always looking out for each other!

The Board would like to have a Deer Lake Logo Contest and requests that members (lot owners or their families) provide submissions (using JPEG format) by October 10, 2023. Submissions can be submitted to me via email at krys.rodriguez13@gmail.com.

Things to consider are the following:

- It would be nice for the words "Deer Lake" is incorporated into the logo.
- The existing logo can be incorporated into the design or a whole new design can be submitted.
- The Board would like to potentially use the new logo on the website, documentation, license plates, decals, Deer Lake flag to fly under the U.S. flag at the lake, and other merchandise (i.e., sweatshirts, mugs, hats etc) depending on interest.

Prior to the meeting (on or around October 12-16, 2023) an email of all the submissions will be sent via email to all lot owners who receive emails from the Board, so that they have time to consider the submissions prior to voting. One option will be to keep the existing logo in its current form. Voting on the logo will take place in-person at the Fall Association Meeting scheduled for Tuesday, October 24, 2023.

If you have any questions regarding the Deer Lake Association Logo Contest please let me know. Go forth and be creative!

Thank You,
Krystal Rodriguez
Secretary
