

RMRI Communications Subcommittee Meeting
Thursday, February 11, 2021
1 – 3 p.m.
Meeting Summary

ATTENDEES

Matt Lindler, Nathan Van Schaik, Jason Lawhon, Patt Dorsey, Lorena Williams, Teddy Parker-Renga, Tim Kylo, Jodi Stemler, Catherine Schloegel, Ellen Roberts, Stephen Hoye, Nick Schultz, Steve Uline, Daniel Beveridge, Travis Smith, Cindy Dozier

ACTION ITEMS

Nathan Van Schaik	<ul style="list-style-type: none">• Send video and presentation to RMRI partners. Solicit initial feedback.• Package feedback for The Truth design team.• After revisions, give RMRI partners the chance to vote on or rank the final logo options. The favored logo will become the new RMRI logo. Reserve the name change discussion for our next full RMRI partnership meeting.
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BACKGROUND: Over the past several months our branding designers with The Truth interviewed RMRI leadership to develop a brand. Following an in-depth interview process, The Truth created a selection of RMRI logos for review. This meeting was called so representatives with The Truth (Stephen Hoye and Nick Schultz) could present their three options to the Communications Subcommittee. The presentation and the meeting were recorded and are available [here](#) and at <https://youtu.be/enB1oNFSJH8> (00:00:00 – 48:52:00). Today's meeting represents Step# 6 in the logo selection process:

LOGO SELECTION PROCESS

1. National Wild Turkey Federation funded The Truth for RMRI branding and logo design.
2. The Truth interviewed RMRI leadership to develop strategy behind logo design (November 2020-January 2021).
3. The Truth designed logos.
4. NWTF and USFS leadership—as well as communications leads Matt Lindler and Nathan Van Schaik—provided initial feedback.
5. The Truth revised logos based on feedback.
6. The Truth present and discuss the three (3) logos Feb. 11 at 1 p.m. on Zoom.
7. The Truth logo presentation recorded and sent to RMRI partners.
8. RMRI partners will have an opportunity to provide feedback to the Comms Subcommittee.
9. The Communications Subcommittee will then package those recommendations and share with The Truth.
10. RMRI partners will have the chance to vote on or rank the final logo options. The favored logo will become the new RMRI logo.

At the Feb. 11 RMRI Communications Subcommittee meeting, The Truth presented logo options with a name change to “Restore the Rockies”. But based on partner feedback, the decisions to select a logo and whether to do a name change at the same time were more complex than anticipated. So Matt Lindler and Nathan Van Schaik went back to The Truth and asked them to record another presentation—this time with focus on logos. While The Truth still recommends a name change, the intent of the new video and presentation is to help RMRI partners choose a logo regardless of the name. By focusing solely on selecting a logo, the aim is to develop an RMRI brand that respects and recognizes the identity and history of all partners. Watch the revised presentation [here](#) or at <https://youtu.be/k10K6x389uA>. The revised slideshow is available [here](#).

RMRI PARTNER FEEDBACK & CLARIFYING QUESTIONS:

- Can you clarify why there are several versions of each logo? Each logo lends itself to some variation and flexibility. For example, each logo can come in color as well as in black/white designs. Additionally, each specific logo can be formatted with or without text.) and flexibility (i.e. different layouts). This allows for
- Wildlife is one of four RMRI values and it is lost in all three logo designs.
- Why does one of the logos have a number assigned to it? That’s just added to demonstrate the flexibility of the logo.
- Concerns regarding the name change: What’s the value of changing the name? The more we have to communicate the more complicated the story becomes. The more we can simplify it, and the quicker we can get people to feel what we want them to feel, the better. “Rocky Mountain Restoration Initiative” has a corporate feel, while “Restore the Rockies” has an emotional connection—like “Save the Wales”. Plus, the word “Initiative” has a feeling of singularity to it as if it were a one-time project, while “Restore the Rockies” seems more lasting, a rally call and lifestyle change.
- What does The Truth recommend? All members of The Truth recommend Concept A.

GROUP DISCUSSION:

- Concept B looks like the Mick Jagger tongue in the Rolling Stones logo.
- “Restore the Rockies” elicits the notion of Coors beer.
- “Restore the Rockies” elicits the notion the Colorado Rockies baseball team will be restored or improved.
- Concept B is busy and looks too government-like.
- The name change comes with issues. There is another initiative called RESTORE (Restoration and Stewardship of Outdoor Resources and the Environment). The name change to “Restore the Rockies” may compete or be too close to RESTORE. Perhaps we could use a different word than “restore”, such as a word ending in -ing.
- The “RR” in Concept C could be confused with Rolls Royce.
- The difference between a sign and a symbol is this: A sign must be read and processed, such as a street sign. A symbol on the other hand is meant to be seen and felt, such as a pink heart or a clenched fist—which is what we need from a logo, making Concept A best. Concept B is more of a street sign and should be dismissed.
- Take Logo C and just use the bottom half: RR.
- Concept A is different. It’s clean and fresh. Concept B looks unoriginal.

POLLING QUESTIONS:



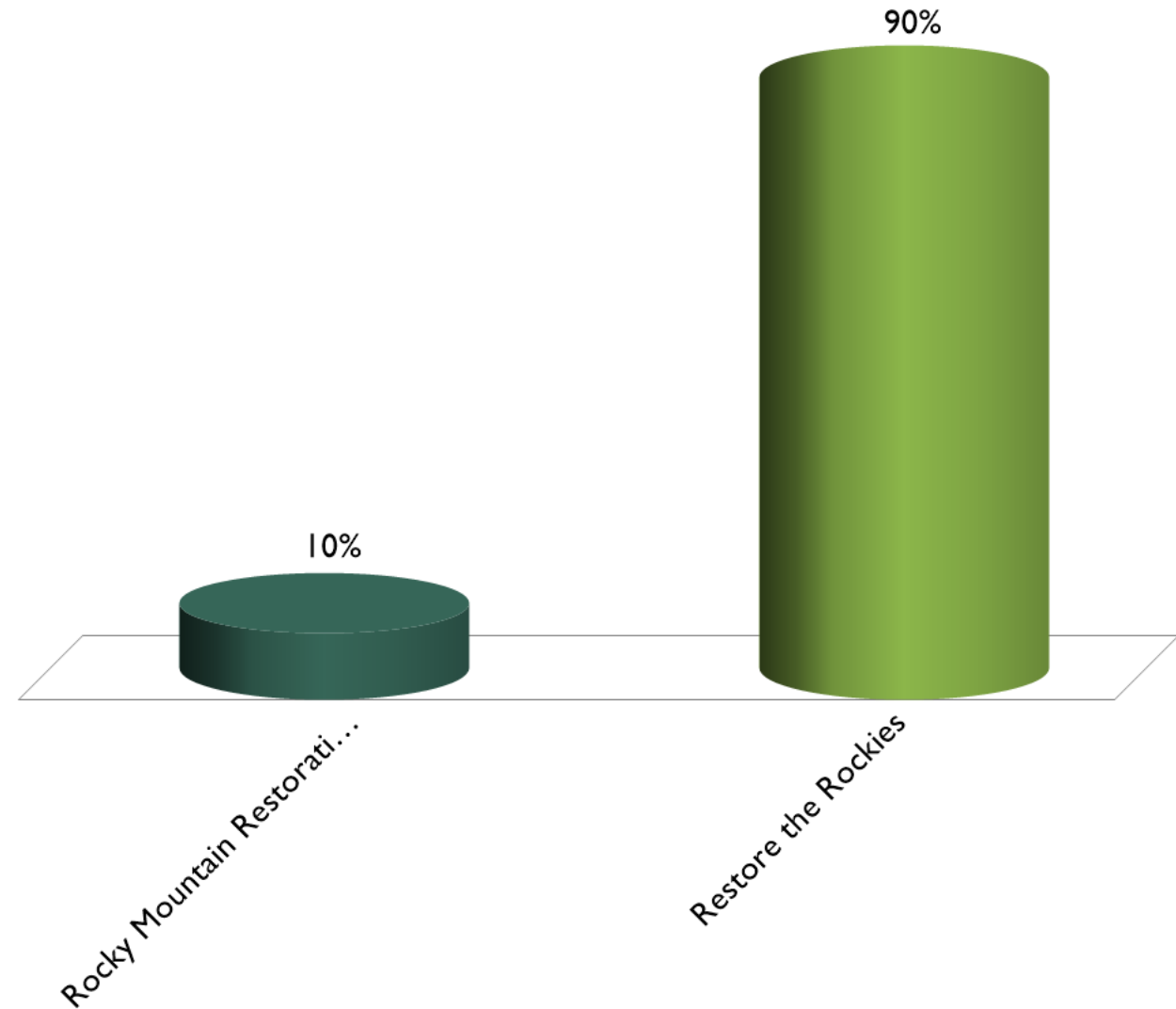
COMMUNICATIONS SUBCOMMITTEE BRANDING AND LOGO POLLING QUESTIONS

FEBRUARY 11, 2021



WHICH NAME DO YOU THINK PARTNERS SHOULD USE FOR THE INITIATIVE?

- A. Rocky Mountain Restoration Initiative
- B. Restore the Rockies



IN ONE WORD, HOW WOULD YOU DESCRIBE THE STYLE OF THIS LOGO?



RESTORE THE **ROCKIES**

ARGYLESOCKS

WATER

UNITY

CORPORATE

HOPEFUL

FRESH

AFGHAN

SYMMETRICAL

WELCOMING

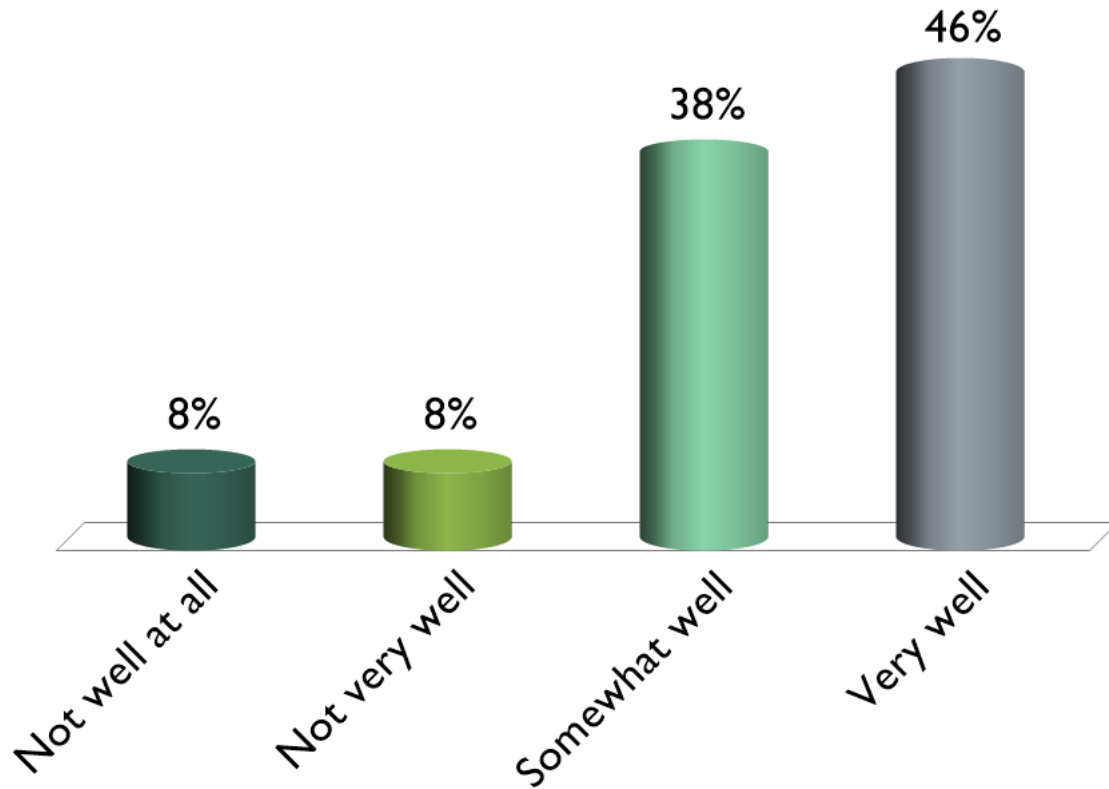
HOW WELL DOES THIS LOGO PORTRAY RMRI?

- A. Not well at all
- B. Not very well
- C. Somewhat well
- D. Very well



RESTORE THE ROCKIES

HOW WELL DOES THIS LOGO PORTRAY RMRI?



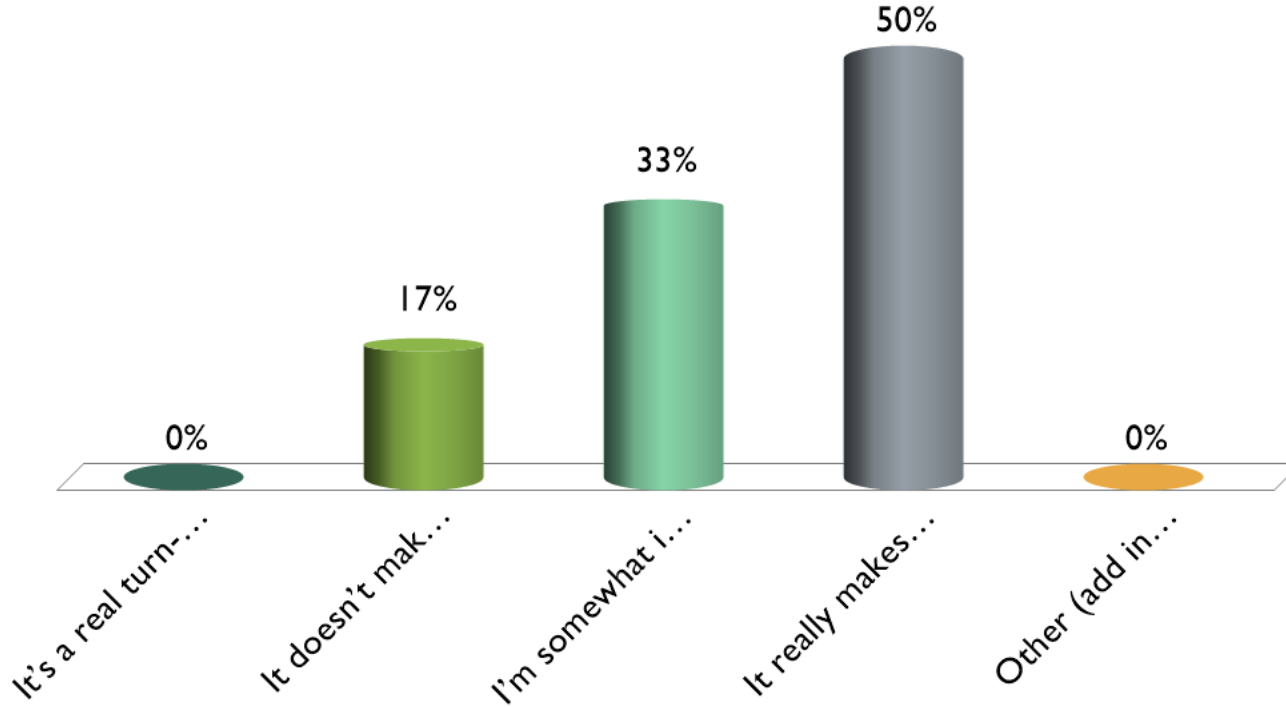
RESTORE THE ROCKIES

WHICH OPTION BEST DESCRIBES YOUR RESPONSE TO THIS LOGO?

- A. It's a real turn-off.
- B. It doesn't make me want to know more.
- C. I'm somewhat intrigued.
- D. It really makes me want to know more.
- E. Other (*add in chat*)



WHICH OPTION BEST DESCRIBES YOUR RESPONSE TO THIS LOGO?



IN ONE WORD, HOW WOULD YOU DESCRIBE THE STYLE OF THIS LOGO?



GOVERNMENTAL

WESTERN

OUTDOORS INCLUSIVE

FOLKSY **BUSY** TIRED

GOOD LITERAL STONES

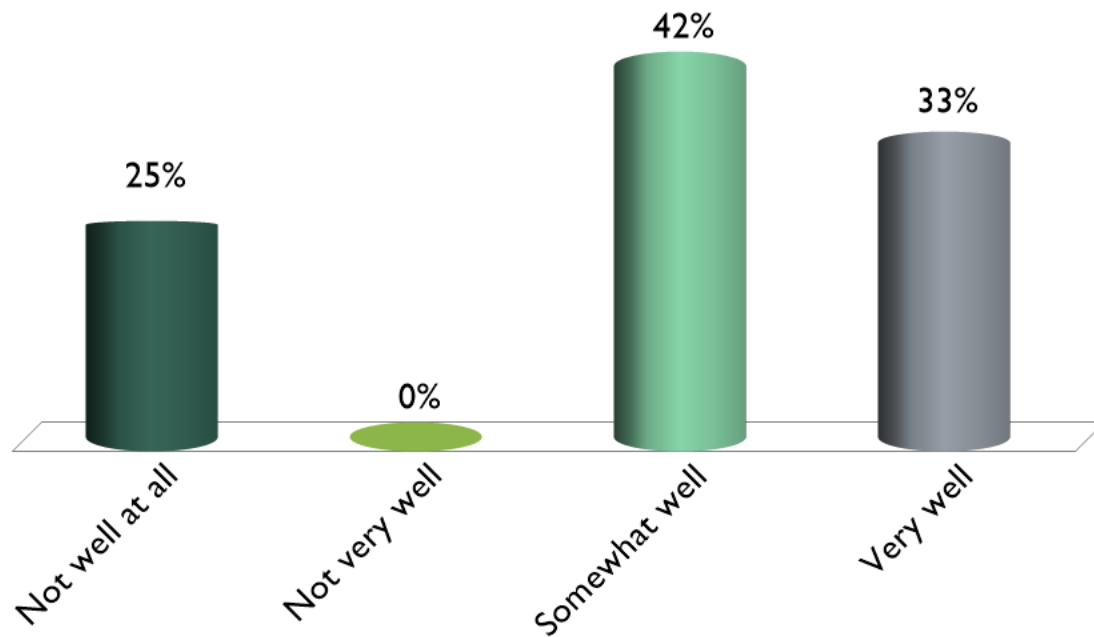
CLUTTERED

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HOW WELL DOES THIS LOGO PORTRAY RMRI?

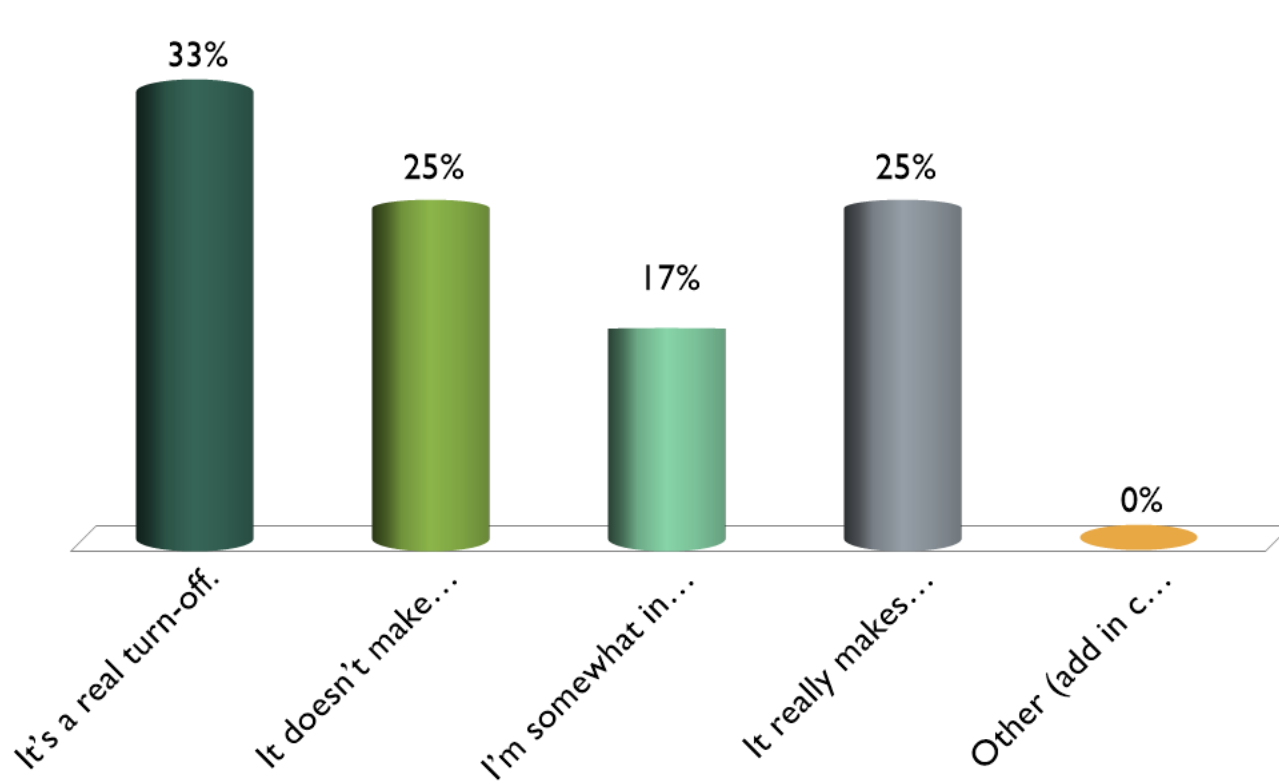


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- E. Other (*add in chat*)



WHICH OPTION BEST DESCRIBES YOUR RESPONSE TO THIS LOGO?



IN ONE WORD, HOW WOULD YOU DESCRIBE THE STYLE OF THIS LOGO?



SKI RESORT COOL!

STRONG SLEEK DIVERSE

??? MODERN BEER

DIGITAL CONFUSING

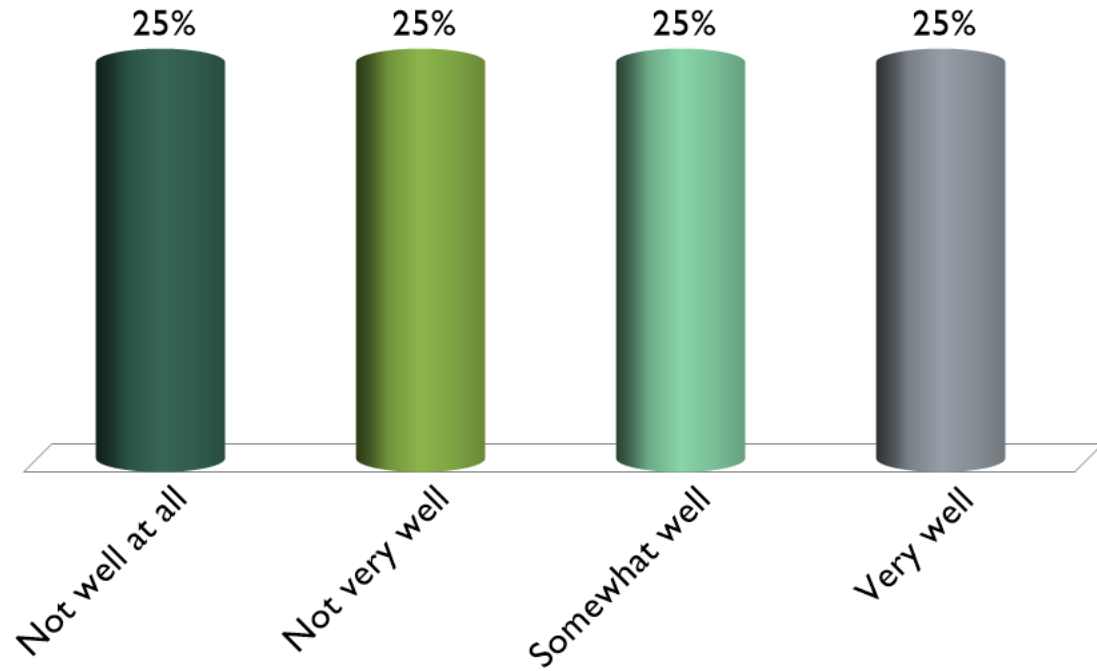
SOPHISTICATED

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HOW WELL DOES THIS LOGO PORTRAY RMRI?

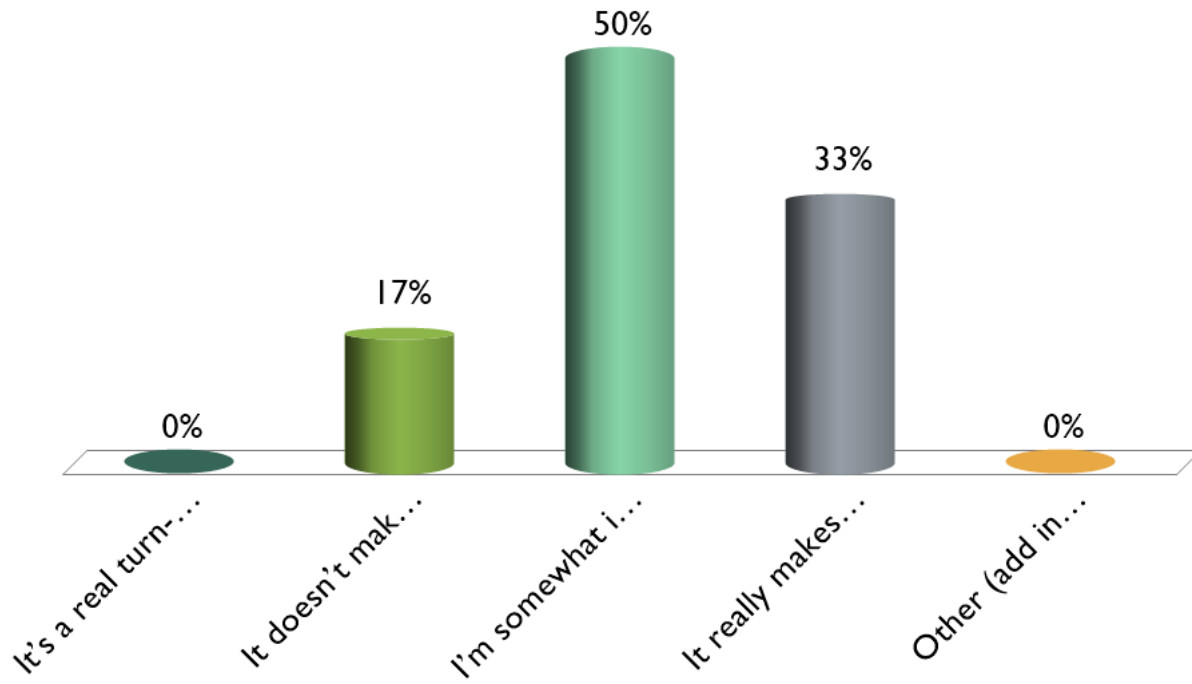


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- C. I'm somewhat intrigued.
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- E. Other (*add in chat*)



WHICH OPTION BEST DESCRIBES YOUR RESPONSE TO THIS LOGO?



WHICH LOGO BEST PORTRAYS RMRI?

- A. Logo A
- B. Logo B
- C. Logo C



RESTORE THE ROCKIES

Logo A

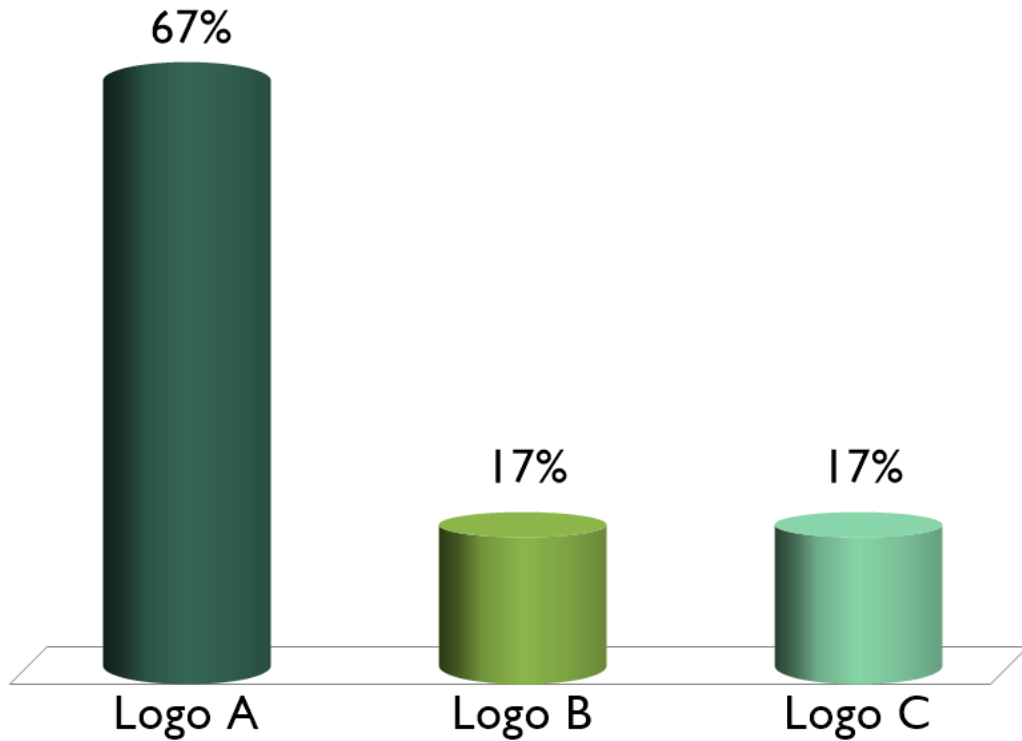


Logo B



Logo C

WHICH LOGO BEST PORTRAYS RMRI?



PLEASE SELECT THE LOGO THAT IS MOST **MEMORABLE** TO YOU (MEANING IF YOU SAW IT AGAIN, YOU WOULD BE MORE LIKELY TO REMEMBER IT)?

- A. Logo A
- B. Logo B
- C. Logo C



RESTORE THE ROCKIES

Logo A

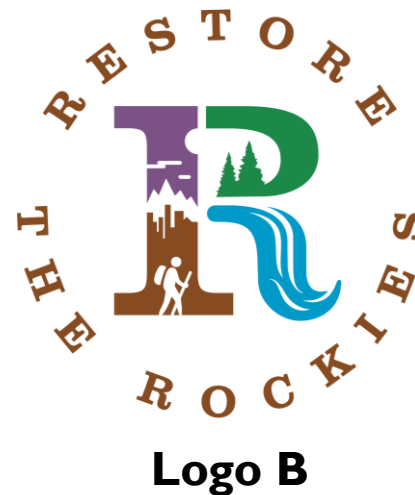
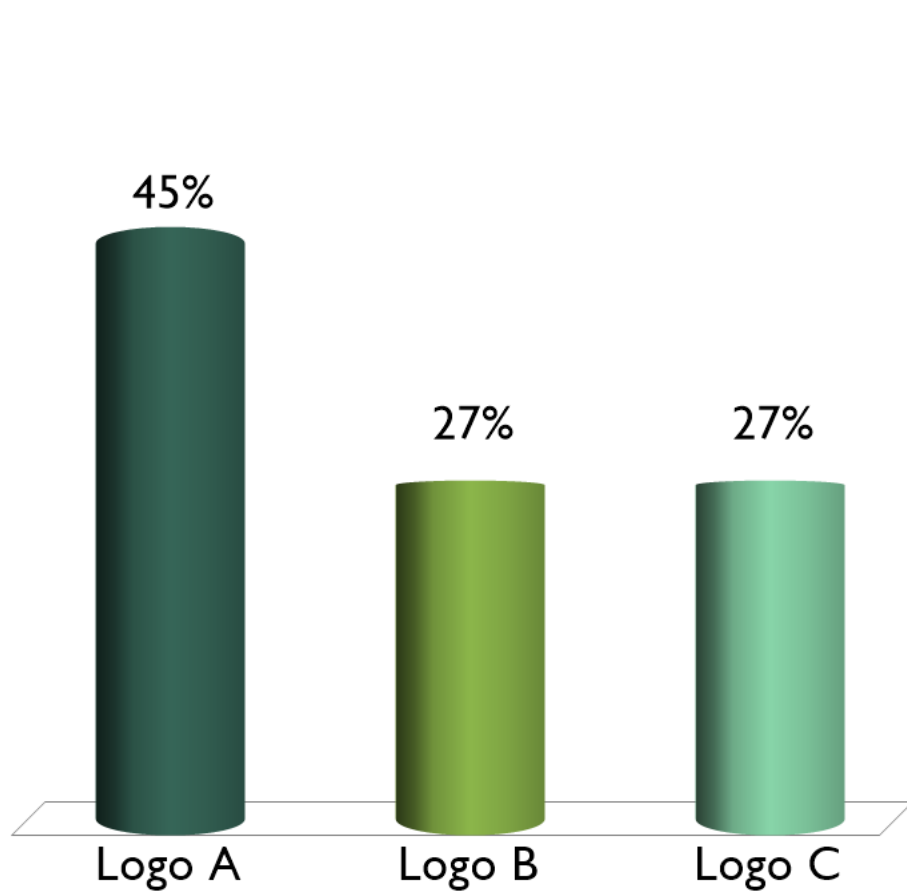


Logo B



Logo C

PLEASE SELECT THE LOGO THAT IS MOST **MEMORABLE** TO YOU (MEANING IF YOU SAW IT AGAIN, YOU WOULD BE MORE LIKELY TO REMEMBER IT?)



WHICH LOGO DO YOU THINK BEST REFLECTS THE SPIRIT OF COLLABORATION AND SHARED STEWARDSHIP?



RESTORE THE ROCKIES

Logo A



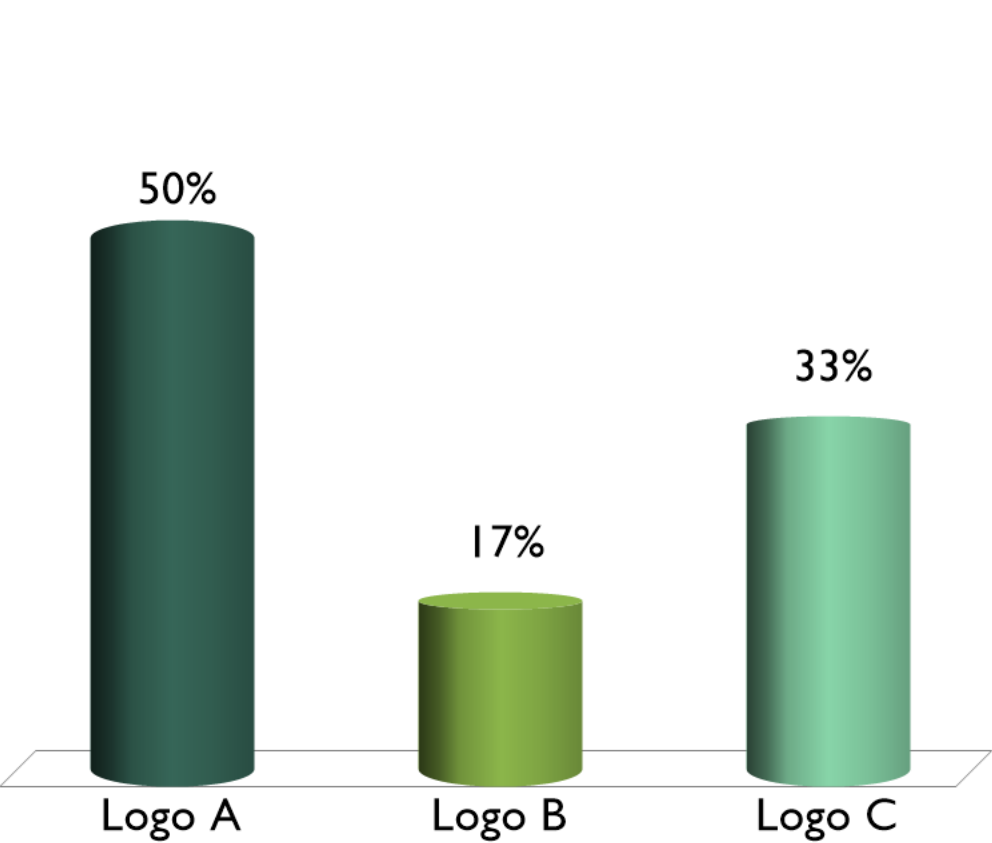
Logo C



Logo B

- A. Logo A
- B. Logo B
- C. Logo C

WHICH LOGO DO YOU THINK BEST REFLECTS THE SPIRIT OF COLLABORATION AND SHARED STEWARDSHIP?



RESTORE THE ROCKIES

Logo A



Logo B



Logo C

RANK THE LOGOS THAT YOU THINK BEST REPRESENTS RMRI? (ANSWERS ARE WEIGHTED)



RESTORE THE ROCKIES

Logo A

- A. Logo A
- B. Logo B
- C. Logo C



Logo B



Logo C

RANK THE LOGOS THAT YOU THINK BEST REPRESENTS RMRI? (ANSWERS ARE WEIGHTED)



RESTORE THE ROCKIES

Logo A



Logo C



Logo B

