

Association Forum of Chicagoland Debuts New Logo

By Todd McElwee

Turning 100, the Association Forum of Chicagoland surely won't resemble a centenarian, unveiling its modern, restyled logo during Holiday Showcase's Networking Brunch, General Session & Keynote on Dec. 15.

Michelle Mason, FASAE, CAE, President & CEO of the Association Forum of Chicagoland, told *USAE* that the centennial celebration presents an opportunity to enhance the Forum's position within the community. The restyled logo is a symbol of the fresh new outlook and forward-thinking mentality the association is carrying into its second century.

Chicago's McKenna Design Group (MDG) produced the logo. Established in 2002, the marketing communications and technology firm says it tries to aligns big idea strategy, brand-led design and online technologies in helping organizations deliver value to members while gaining a competitive edge. The firm has been a Forum member for a decade and also belongs to ASAE.

Warren McKenna, Principal, CEO, and Editorial Director for MDG, said the logo-design process commenced with a deep look at the Forum and associations and their significance to the Windy City. McKenna believes the new logo is a unique and powerful statement of the Forum's mission and connection to its hometown.

From soup to nuts, the design process took approximately six months, begin-

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ning with strategic discussions about the logo and future endeavors followed by formulation of designs. McKenna said he presented it to Mason and her board of directors in late October, receiving an overwhelmingly positive response.

The design's interlocking A and F, known in design as a ligature, were inspired by the Forum's powerful brand attribute of connected community. Its red, white, and blue color scheme is homage to the Chicago's flag, with McKenna saying the logo's colors are more contemporary

than the banner's.

Beginning with this year's revamped Holiday Showcase and throughout 2016, the Forum, working with MDG, will continue to roll out programing and other initiatives celebrating the accomplishments of the past 100 years, while also



looking down the road with enhanced offerings for membership. Mason is proud of her organization's rich history. But she is equally, if not more, excited about what's next with the new logo the first step toward a fruitful future.

“Our centennial celebration presents an opportunity to enhance the Forum’s position within the community. The restyled logo is a symbol of the fresh new outlook and forward-thinking mentality the association is carrying into its second century.”

Michelle Mason, FASAE, CAE

President & CEO, Association Forum of Chicagoland