

Logo Redesign Case Study

for the Virginia Occupational Therapy Association



Virginia Occupational Therapy Association

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MANAGEMENT

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The Problem

The Virginia Occupational Therapy Association or VOTA is the state association that represents Occupational Therapists and Occupational Therapy Assistants who live and work in the Commonwealth of Virginia. VOTA seeks to increase public awareness about occupational therapy and its value in meeting diverse health and participation needs.

In June of 2020, their leadership asked OMG to redesign their logo. The old logo (see below) was out of step with the group's identity and lacking in personality. It had been in use for less than 10 years but already felt outdated.



The challenge set before OMG was to create a logo that would stand the test of time, that conveyed professionalism and passion, reflecting the occupational therapy mindset of hope and healing, while also identifying the state location—all while keeping the simple and clean look of the existing logo, that some members liked and were not anxious to change.

In the months that followed, OMG worked closely with the VOTA Board of Directors to meet those objectives, starting with an email questionnaire in lieu of an in-person discovery meeting. Each member of the board was able to reply with their thoughts, concerns, and ideas. They shared examples of designs they liked from other associations, as well.

| VOTA LOGO Comments | |
|--|--|
| What do you like about the current logo? | |
| I really like our logo - it is simple, clear , shows our state, "OT". I think when it is too busy it becomes lost. | |
| It is simple | |
| It's simple and clean | |
| I like the simplicity of our current logo. | |
| There's nothing in particular I like about the current logo. It's very simple , so there isn't much to comment on or criticize. I think there is definitely room for improvement to make it reflect our organization. | |
| It's clean and simple , and the letters of "OT" stand out nicely. | |
| What do I like about the current LOGO.... THE colors | |
| What do you dislike about the current logo? | |
| Is it underwhelming for newer therapists? | |
| I don't dislike it. | |
| It doesn't say anything about OT or our organization | |
| I'm not a huge fan of the colors- maybe we could go with red and another color (since the heart in "Virginia is for Lovers" is red)? | |
| I think it is generic and doesn't reflect anything about what we do or the state we serve. I think the color scheme and imaging could be more engaging. | |
| It conveys nothing about what we do. It's so neutral that it has no identity at all. | |
| What do I dislike... too simplistic, too generic and does not convey anything about our profession or organization. Our old one had the outline of the state | |
| Besides your target audience of occupational therapists, who else do you want your identity to appeal to or resonate with? | |
| I wonder how it appeals to the younger therapists and students . Therefore promotion of VOTA when they are in the field. | |
| Anyone (family, friends, clients, students, co-workers...) | |
| Everyone in the community . When someone sees our logo I want them to have an idea of who we are and the people we serve. | |
| I want it to be attractive to Virginians in general, as well as health care professionals . We often work as part of interdisciplinary teams, so it would be helpful if our logo was attractive and recognizable to them. | |
| Other health professionals - especially "Allied Health Professionals." | |
| We want to be known . Our logo helps with that, but so does our "elevator speeches". profession. | |

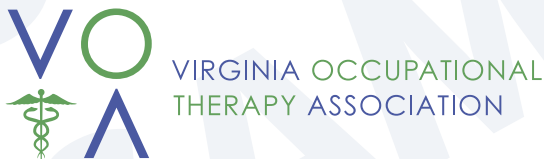
| |
|---|
| What is the primary message you want to convey to your audience? |
| Virginia and OT |
| VOTA stands for Virginia Occupational Therapy Association |
| Improving function and quality of life through doing/participating in meaningful activities |
| I want to reflect enthusiasm for our state and for OT. I want our logo to be visually interesting so that those outside of the organization will want to know more . I also want those within our organization to be excited about the logo so that they will want to own merchandise that displays our logo. |
| We solve problems to maximize how the body and brain work together |
| figs I don't think we should do: make it look too busy ; make it look childish; incorporate the "fluff" (if that makes sense). |
| the logo needs to remain having a professional look. Maybe somehow incorporate the state in the logo. |
| Would you like them to feel about your identity? |
| Fun and not so classic VA (although I love all things classic/historical and VA I like to others?) |
| Women's |
| we that with the tools we have we can improve their quality and outlook on life. We want them to feel our passion and enthusiasm for the work we do. I would like to be unique because our profession is. |
| to human function, we understand the parts and the whole |



The Work

OMG designers provided one initial round of ideas, exploring various concepts such as passion, growth, support, and plays on the state abbreviation/motto, as well as a nod to the existing design/color scheme. Each spoke to different facets of the organization. From that first batch, VOTA board members quickly zeroed in on a favorite.

The process took only a couple of months, as leadership were anxious to implement the new identity in time for their fall conference. After adding a tagline and making some requested adjustments to the color palette, the design was approved.



Logo Elements

A clean, bold acronym features a cut-out heart as a nod to the state slogan (“Virginia is for lovers”) with the association name and tagline underneath in center-aligned text. (A version without the tagline is more commonly used in digital environments or places where legibility is a concern.) The edges of the typeface in the acronym are slightly rounded off to soften it and keep it approachable.



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Color Palette

Having blue as at least one of the colors in the new identity was important to some members as it is the color of the state flag, so it was applied on the “V” for “Virginia” in the final design. The use of bold jewel tones helps to make the acronym stand out against the long association name (and tagline) in black, while also portraying stability and strength. All four together convey balance, and the shades move from darker to lightest, left to right, to convey progress towards health.



PANTONE
293



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605

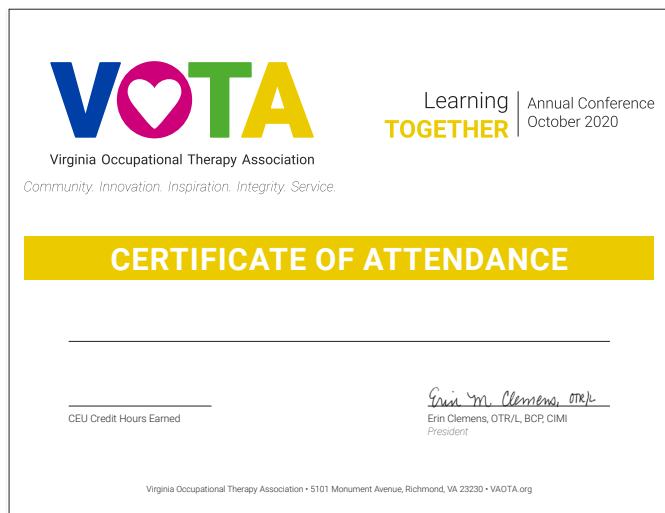
Typography

The VOTA logo is built using Roboto (sans) exclusively, for its ease of use, clean appearance and good readability at smaller sizes. Its soft-but-clear profile and availability of multiple weights made it the perfect choice for VOTA's identity and practical needs.

Branding in Action

Following the adoption of the new logo, VOTA has been steadily working to update their print materials, website, and other communications.

OMG provided VOTA with a simple Style Guide; consistent application of colors and visual elements ensure brand recognition and trust. Between VOTA volunteers and OMG staff, work continues to promote and develop the new brand.



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Revitalize your Identity with OMG

Organization Management Group, Inc. (OMG), is headquartered at 1403 Greenbrier Parkway, Suite 150, Chesapeake, Virginia with additional offices in Richmond, Virginia. OMG has been in business for 21 years, and today employs a team of more than 20 association professionals serving a range of organizations representing healthcare, business, real estate, education and more.

OMG's clients enjoy access to our professional design and creative staff, and usually at rates well below agencies or marketing firms. We work with your budget and your timeline; dream as big as you dare, or map success out one small step at a time.

Our design and communications staff would love to talk about how we can help your association modernize and refresh its identity. Whether you're looking for market recognition, better member engagement, or have some unique branding challenge, the OMG team is up for it.

Contact OMG today!

The advantage of an association management company is that we work with other organizations. A cross-pollination of ideas from all of our diverse clients enriches our shared knowledge base. **The rising tide really does lift all ships.**

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