Design Round 4

After several design submissions from VC and three rounds of feedback from the WFDF board, the consensus is to not to reinvent the wheel, but rather to build on the strengths of the original design while providing a more current, streamlined look, suitable for any and all situations where the logo may be employed.

Strengths

- bold lettering conveys authority
- incorporation of disc makes the purpose clear

Weaknesses

- small lines of disc path not suitable for some forms of customization, such as embroidery
- disc path cutting through letters makes them harder to read, especially from a distance
- extreme angle of lettering has a slightly dated feel
Proposed Redesign 1
Based on board feedback from design rounds 1-3

WFDF
WORLD FLYING DISC FEDERATION

Proposed Redesign 2
Based on board feedback from design rounds 1-3

WFDF
Notes on the Redesign
Based on VC analysis and board feedback

After several design rounds, and after viewing many different approaches to how the logo could be updated, we hope that you feel the options have been explored thoroughly, and that the quality of the design work has been to your satisfaction.

We feel that the proposed design offers a clear improvement over the original, and that this will result in increased and more profitable merchandise sales for all parties involved.

Thank you for this opportunity, and for your candid feedback!

The VC Team