



Manitoba Agricultural Hall of Fame Has A New Logo

The Manitoba Agricultural Hall of Fame (MAHF) has embarked on an incredible journey of focus and discovery throughout this past year. Recognizing a need to boost their image and to clearly define their objectives for a sound and sustainable future, the board undertook a time consuming and involved strategic planning session developed through MAFRI. Armed with renewed enthusiasm and a clear set of goals, the Manitoba Agricultural Hall of Fame is in the process of positioning itself for higher visibility in order to compete in today's very crowded non profit arena.

The MAHF Board has begun their challenge by addressing their brand. Understanding that a logo, slogan and design scheme for any organization will establish brand recognition, they have developed a new logo. This new logo is meant to be bold and contemporary. Rather than feature a generic agricultural theme, the new logo focuses on the people. The Manitoba Ag Hall of Fame is

all about people. It is really about the human beings behind the contributions, but within the field of agriculture. It very proudly features the province of Manitoba as the body of the person. Striving for a logo that was easily recognizable, a logo that reproduces well very small or very large, black and white or full colour, this new logo is simple and with its large "ag" will allow for instantaneous recognition.

In addition, the new logo features a fall palette of colours and one that relates directly to agriculture in general. The rusts, browns and earth tones of this variety of colouring allow us to infuse a touch of warmth and richness... more personal colours if you will.

Branding is only the beginning and will be followed very shortly with a strategic marketing campaign that will assist us to develop further branding and fundraising opportunities.

...And A New Website www.manitobaaghalloffame.com

A strong visual and sensory identity is the most important element of brand differentiation, and website media can play an important role in this effect. Web-media and advertising can truly manifest the personality of the brand and set it apart

from the crowd. Designing a website for visual clarity and uniqueness will enhance the experience, increase awareness, and create a visual memory.

We hope you take the time to discover and enjoy our new site.

Board Members Needed

If you are interested in becoming a board member or know someone who is, please contact the office for more information. Elections are held at our Annual General Meeting in April.



Contest

With our new branding strategy underway, we are looking for your participation in renaming this newsletter. The winner will receive a \$100 gift certificate for The Keg.

Please send your submissions to:
Manitoba Agricultural Hall of Fame Inc.
1129 Queens Avenue
Brandon MB R7A 1L9
or call 204-728-3736

call **4**
nominations

Nominations are now being accepted to the Manitoba Agricultural Hall of Fame for 2009. Please note that the deadline for entries for consideration in a given year is October 31st of the previous year. Please contact our office for information (204-728-3736) or visit our new website at www.manitobaaghalloffame.com.