



THE FLORIDA BAR FOUNDATION

Report of the Overall Review Ad Hoc Committee May 30, 2023

Continuing with its work, the committee met a twelfth time on May 30, 2023. The purpose of the meeting was to receive a report and presentation by Gary Yordon, Vice Chair, relating to his company's work and development of a proposed fictitious name for use by the Foundation.

Drawing from previous input received from committee members at Mr. Yordon's initial presentation in March, Mr. Yordon's team created, developed and tested various ideas for a fictitious name with accompanying graphics and taglines. Mr. Yordon explained that current, best practices include the use of acronyms, preferably with descriptive taglines relating to the purpose of the entity involved. He further explained that numerous studies show that flow and alliteration are important aspects in developing brand identification, as well as the choice of colors and contrasts.

Mr. Yordon then presented his top choice for the Foundation's fictitious name:



Mr. Yordon further explained that he believed a very strong match between the name and tagline compliments the Foundation's new mission statement adopted by the Board on March 10, 2023,

"To increase access to the justice system for people of limited means, The Florida Bar Foundation funds legal services, develops innovative tools and programs, and supports legal aid providers and the courts."

"The tagline clearly shows what the Foundation primarily does - funds legal services in Florida and fits exactly into the name itself, FFLA," Mr. Yordon explained. The logo/icon was developed to solidify the Florida connection and project the concept of a shield and infinity (i.e. Florida Legal Aid protects the Rule of Law and helps those in need of service and, for a very long time has been and will continue to do so.).

Mr. Yordon provided other mockups and explained that the name, tagline and logo can be used in a variety of ways depending on the medium or format:



Other iterations were also offered to show marketing and letterhead potential:





Yordon next introduced a variation of his recommendation which presented the same concept using a progressive approach with different colors:



The committee was also reminded that the purpose of this exercise was in keeping with the overall objectives adopted by the board on June 22, 2022:

1. The Foundation's mission does not need and should not be changed;
2. The Foundation's mission statement should be changed and clarified;
3. ***The Foundation should adopt and use a fictitious name that better reflects its mission and purpose;***
4. The Foundation should endeavor to change and refine its messaging; and
5. The Foundation should create, develop or refine its brand to reflect the changes above.

(emphasis added).

It was also explained that the overall purpose of the committee's work is to position the Foundation so as to better enable it to expand its donor base beyond the legal profession while increasing the public's awareness of the importance of and need for civil legal aid. After discussion, which included various and sundry questions and remarks, a motion was made to recommend to the Board that Mr. Yordon's top choice, as shown above, be adopted by the Foundation as its fictitious name. The motion was seconded, and passed by a vote of 8-0, with one abstention.

The Overall Review Committee therefore respectfully requests the Board to approve and adopt its recommendation as explained above. Thank you.

Respectfully submitted,
Connie Bookman, Chair
Gary Yordon, Vice-Chair
George F. Knox, Jr.
Robert W. Murphy
Bob Pardo
John C. Patterson, Jr.
Hon. Peggy A. Quince
James P. Schwarz
Stephen R. Senn
Murray B. Silverstein
Ashley N. Sybesma
Hon. Suzanne Van Wyk
F. Scott Westheimer