

— news release —

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ASYLUM DEVELOPS NEW LOGO FOR NON-PROFIT WOMEN AGAINST GUN VIOLENCE (WAGV)

Los Angeles, CA, September 6 – Asylum, a Los Angeles-based, full-service graphic design studio for various regional and national corporations and non-profit organizations, today announced it has completed the development of a new logo for Women Against Gun Violence (WAGV), a non-profit organization that seeks to prevent gun violence through education, advocacy and community mobilization.

The new design incorporates a recognizable trademark (the WAGV acronym in a box) that can stand on its own or work with the type “Women Against Gun Violence” to create a complete logo. It conveys a sophisticated, stylish and professional identity. Asylum’s owner and creative director, Jim Shanman, states: “We are proud to have been working with WAGV for over 10 years and were excited to be asked to develop a new logo. The design’s combination of serif and sans serif type creates a modern, yet timeless look that should endure for years and provide a solid foundation from which to build the rest of the identity system.”

Devin Cotter, WAGV’s Policy Director, says: “After going through a number of logo variations over the years, we wanted an updated professional appearance that would convey a unified look and feel for the organization. The new logo communicates that we are a forward-looking organization that will continue to be a strong voice in the community.” WAGV’s mission is to prevent gun violence by educating the public, policymakers and the media about the human, financial and public health consequences of this epidemic and to mobilize communities to take decisive action against the dangers of firearms. It plans to roll out the new logo to its members and supporters at its Courageous Leadership Awards brunch on June 8. “Asylum has not only designed the logo, but has advised us on how to roll it out most effectively to demonstrate WAGV’s new image,” says Cotter.

For over 18 years, Asylum has created award-winning corporate identity programs, advertising, collateral and marketing material for some of the most prestigious companies in the world, as well as regional retailers, manufacturers, service providers and nonprofit organizations. The opportunity to work with Women Against Gun Violence is a perfect partnership between a leading community organization and a design firm with unlimited creative and strategic abilities.

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