

## **DONS TRUST LOGO**

At April's SGM, we're asking members' permission to change the Dons Trust logo.

### ***Why do we need to change the Dons Trust logo?***

There are a number of reasons for changing the logo, and for doing so now.

- The current logo (below) is complex and difficult to reproduce at small sizes. It is not currently used on some DT material for these reasons, e.g. website.
- Although AFC Wimbledon consists of different constituent parts (Club, Trust, Foundation, Ladies & Girls), ultimately we are one organisation. Our brand is strongest when it's most consistent.
- One of the most common reasons for not joining the Trust, particularly for younger fans, is lack of understanding. 28% of AFC Wimbledon supporters under 30 who are not Trust members are not familiar with what the Trust is or does, according to the 2017 membership survey. There is an opportunity to adopt a logo giving an at-a-glance understanding of what the Dons Trust is.
- We are planning to relaunch the Dons Trust website and to create kiosk signage and other marketing material - it's important that we resolve the logo question before pushing ahead with these projects.

### ***Existing Dons Trust logo***



***What should the new Dons Trust logo look like?***

Based on the above, we believe the key principles for a new logo should be:

- It includes an unobscured AFC Wimbledon crest as the central feature.
- It includes a description of what the Dons Trust is, i.e. Owners of AFC Wimbledon.
- It can easily be adapted to different formats or merchandise (e.g. social media icons, website header, badges, etc.).

We are proposing the following alternative logos to choose from.

***Version A***



***Version B***



***Why not wait for the outcome of the AFC Wimbledon re-branding?***

Members may be aware that AFC Wimbledon has been working on updating its branding, ahead of the move back to Merton. It is possible that there may be some minor changes to the AFC Wimbledon logo and crest which are recommended as part of that exercise - although only after consultation with supporters.

We have worked with the Football Club and the principles of the updated style guide and possible branding changes to ensure that the new DT logo is future-proofed. If minor changes are made to the AFC Wimbledon logo and crest, we are confident that the new DT logo can be brought into conformity very easily.

***What if you don't like either of the two choices we are offering?***

You may agree that the Dons Trust ought to change its logo but you may not like either of the choices we are offering. In that case, you can vote for “none of the above”. We will consult more widely with members about what you want and come back with further options at a future SGM or AGM.

However, this will obviously require further work and may therefore delay other important projects, such as a new Dons Trust website, improved Dons Trust recruitment material, etc.

***Resolutions***

There are two issues to vote on. The first is an ordinary resolution seeking your approval to change the Dons Trust logo so as to bring it into closer alignment with the AFC Wimbledon the logo. The second vote (not, strictly speaking, a resolution) seeks your views on which of the proposed new logos to adopt.

**Resolution 1**

The membership authorises the board to discontinue use of the Society's current logo in favour of a new logo more closely aligned with the AFC Wimbledon logo and crest, and also authorises the board to make further minor modifications thereafter, as necessary, to ensure conformity with any forthcoming revisions to the AFC Wimbledon logo and crest.

**The Dons Trust Board recommends that you vote in favour of this resolution.**

Please express your preference between:

- Version A
- Version B
- Neither of the above.

**The Dons Trust Board recommends that you choose either Version A or Version B.**