

SSFH Logo Consultation

I created a page on the website to solicit opinions on the outline images of a new logo produced for discussion. This was sent around the entire Society to solicit opinions on the logo and look for ideas about design.

Summary of responses:

- 13 Email Responses
- 23 Poll Responses

General round-up of responses:

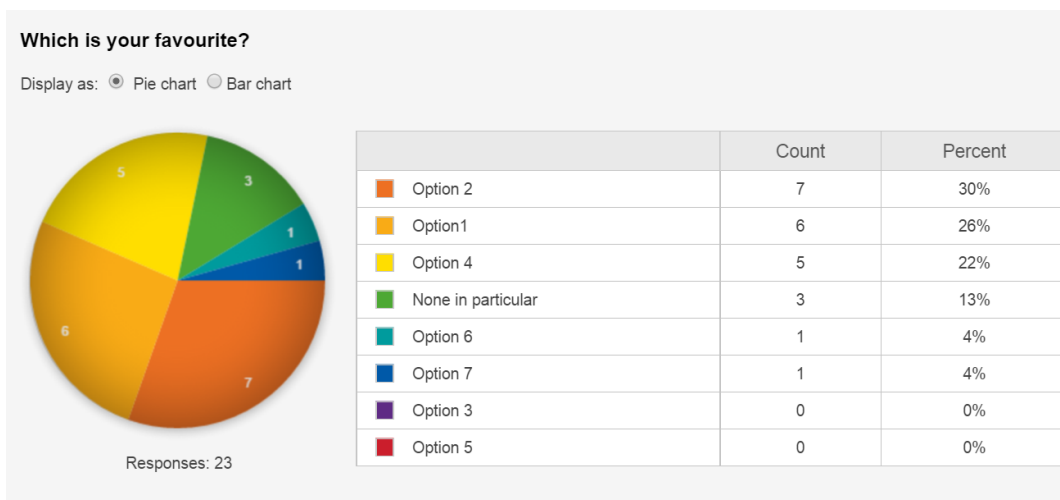
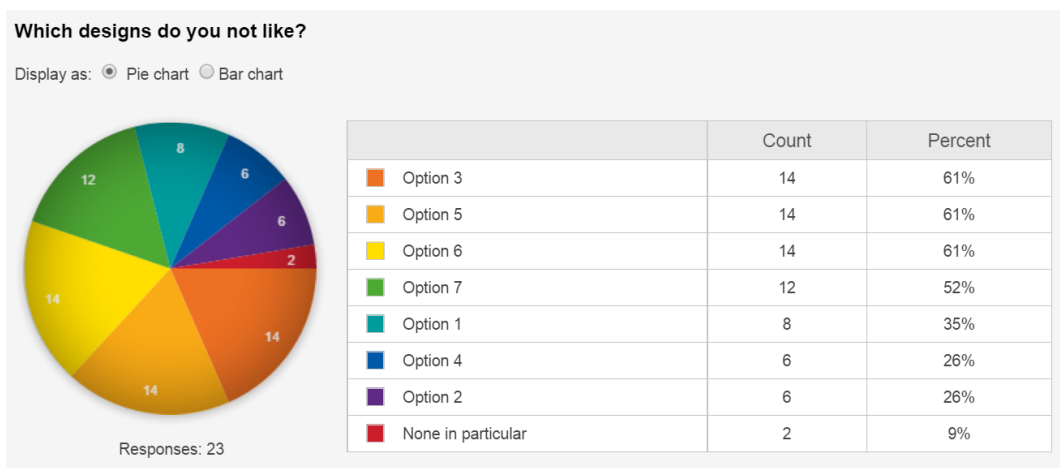
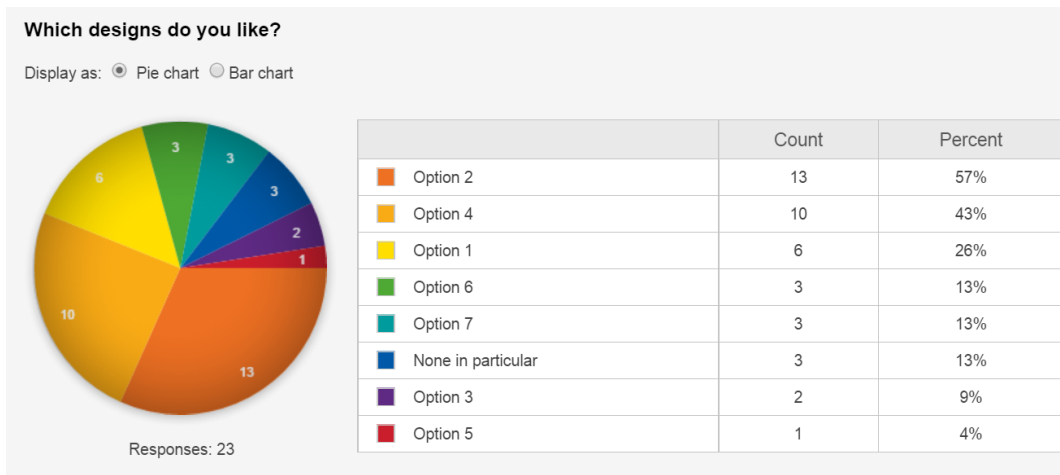
- The fleur-de-lys should probably not be included, and especially not on its own. This is a royalist symbol, and having it on its own makes the Society look extremely far right-wing in French terms.
- Beforehand, the fleur-de-lys was combined with the image of Marianne (a Republican symbol). This showed the society covered different periods and balanced the symbols. You can reasonably have Marianne without the fleur-de-lys, but not the other way round.
- The Hexagon is ok for many, though it is problematic for some, as it confines the idea of France only to the mainland. This is problematic because of the Empire, global influence of the language, culture etc. The hexagon could only really feature if it showed other things breaking beyond the shape of it. Someone else mentioned the fact that the Hexagon doesn't show Corsica
- People didn't like overlapping letters
- People didn't like the script font
- Some felt the abbreviation should be expanded so it was obvious what people were looking at (SSFH itself didn't mean enough)

Suggestions:

- The fleur-de-lys cannot feature as the only or the principal symbol of the logo (and must be combined with an image of Marianne if it is to feature).
- It is worth thinking about the shape of Marianne as a starting point (I've passed some images on to the designer) for a stand-alone symbol to be used in the logo.
- If the hexagon is to be an option, there could potentially be elements breaking beyond the hexagon (potentially picking somewhere as a centre and having things radiating out like Haussmann's street plan – I've passed images on to the designer)
- Red, white and blue is good

(Continued overleaf...)

I also put up a 3 question poll, asking people which designs they liked, which they didn't, and which of the 7 was their favourite. There were 23 responses and they were:



I will pass all of this information on to the designer and continue to work with him to try to update the logo and will report back to the committee when there is progress.

Andrew W M Smith, 20 July 2015