

## Report - CCA LOGO – by Darci L Brown

I have had numerous email and telephone conversations with Mary Kummer concerning the issue of the CCA Logo. First I think we need to include a few definitions so everyone is using the same terminology.

ARTIST- Persons having superior skill or ability, or who are capable of producing superior work.

GRAPHIC DESIGN - The practice or profession of designing print or electronic forms of visual information, as for an advertisement, publication or website.

LOGO: a graphic representation or symbol of a company name, trademark, abbreviation, etc., often uniquely designed for ready recognition.

COPYRIGHT: Protection of the creative results of an original idea or concept fixed to a tangible medium. Copyright is established when an original work is created, composed or written and fixed to a tangible medium such as paper, canvas, recording, a hard drive, on film, etc. **THE COPYRIGHT IS OWNED BY THE CREATOR.** Copyright ownership may be transferred and/or sold; this is accomplished usually via contract.

The logo we currently use was not originally designed for use as a logo but as a special edition pin for the 1986 CCA Centennial show. This was meant to be a one time use. At a later date Mary was contacted by CCA to request use of this artwork for a logo. Letterhead, club publications, etc. Mary was happy to do this as a gift to the club. However she did specify that she have creative control over it's uses. When a piece of artwork is designed for a specific use it does not translate into other uses. Today Logo's are designed to be multi use. Your logo will appear exactly the same on a business envelope as it would on a 20 foot high banner. If the work is not designed for this you will get distortion and this will corrupt the initial work. This could result in your Collie not looking like a Collie at all. Mary strongly feels that any representation that does not correctly portray a Collie in accordance with the standard would give the wrong impression about the breed. At first her request was honored by CCA but soon the artwork was being used for multiple uses without her input.

Unfortunately, for either party, there appears to be no written contracts. So much of this is from memory or conversations with people who are no longer with us to provide input and direction.

Mary is very proud that CCA has used her work and considers her interpretation as representative of the ideal Collie according to the standard. But she is also an artist and the creative process that drives any artist is the passion for their work. It is far more than scribbles on a paper. It is something that comes from the very soul and should be respected and honored.

It is her creative work and also her legally copyrighted work. It does not belong to the CCA we have only been granted the use of it provided we adhere to her conditions. I would like to interject here that I have spoken to several artists, graphic designers and ad agency people and none believe her condition of approval is excessive or unwarranted. Unfortunately in today's world very few understand or respect copy righted material. We all see ad's in dog publications, online magazines, etc. using popular images to portray their dogs. Unless they have received permission from the copy right holder this is an illegal use. Using quotes or articles either in print or on the web without securing permission on copy righted material is against the law. This is usually done without the author or artist even knowing that their work has been used or corrupted. I have no indication that Mary would seek financial restitution but it would be within her legal right to do so.

Mary is happy to have the CCA use her image for their logo, publications, etc as long as her approval is sought for each and every design. She must be given a reasonable amount of time if she needs to adjust or alter an image to make it workable for the project CCA desires. If CCA is unwilling to do this and still wishes to use her work then each and every rendition of this artwork must contain the words "third party rendition" as it no longer becomes her artwork when it is redone by third party vendors.

So one of the questions that the CCA Board needs to consider is the value of the logo as a branding tool for CCA. Is the image that Mary has created synonymous with the public's perception of CCA? If the answer to that question is yes then are you willing to adhere to her conditions of use? She is not willing to give up copy righted ownership at this point but is willing to give that right to CCA upon her death and will note it in her will. Would you consider having her create a new image that might be easier to translate in to other mediums?

Another option would be to hire the creation of an entirely new logo for the clubs use. This could be using another artist from the club or going to an outside graphic design firm to create one. The latter is strictly a business relationship and would require out right purchase resulting in total control for all uses. This is the easiest way to go but also the most costly. Estimates I got run between \$2000 to \$4000. Regardless if you choose an artist within the club or an outside firm I would **STRONGLY** suggest that this be done on a legal basis with a contract covering the obligations of both sides.

If the choice is to use a club member to create a logo it needs to be someone who understands logo creations. A logo is your 30 second sound bite to the world. It needs to portray who you are and what you stand for and what service you provide.

All of the options are workable from the clubs standpoint. There are good and bad with each option. The choice needs to be carefully considered, taking in the account the future you see for the CCA and image you would like to see portrayed.

I have very much enjoyed my conversations with Mary and the others I have interviewed. They have allowed me to have an inside view of a very creative process and I hope and yes request, that if your ultimate decision is to sever ties with Mary that it is done in a dignified and respectful manner. She has given the CCA a great gift and should be treated kindly for that.