

# Women Writing the West Logo and its Symbolism

## LOGO

The original Women Writing the West logo was first created as a pin and given to one of the Founders and First President, Sybil Downing, by her husband Mancourt. His desire was to honor her efforts in establishing a writer's organization for women.

Sybil presented the pin at the second meeting, and all original WWW Board members agreed that the design should become the logo for WWW.

While Sybil's husband "Corky" suggested—perhaps tongue-in-cheek—that the design represented a mosquito biting the hand of a writer so they would get the "writer's bug," the hand has come to represent all members as writers, while the western motif of the design pays homage to the organization's pledge to celebrate the role of women in the western experience through historical and contemporary writing.

## COLOR

When Founders Sybil Downing and Jerrie Hurd took the pin to a graphic designer, they asked him to use the design to create the logo.

They discussed the symbolism desired, especially that the color would represent the American West.



The designer chose burnt sienna for applications compatible with color usage and black and white for everything else.

As the organization has grown, the logo has come to mean much more to all members as a symbol of professional excellence.

