

## Dear Fund Members,

To accompany the development of our new and improved website, we will be modernizing our logo and functioning under a DBA of Austin Firefighters Retirement Fund. We will be making these changes for the following reasons:

- For simplification and modernization: to create a more cohesive identity for the Fund that keeps with the times and better reflects the function of the organization.
- To eliminate recurring confusion with the Austin Firefighters Relief & Outreach Fund.
- For functionality: the original logo file has been lost with previous administrations; the remaining file is incapable of scaling due to file format and pixelization.

If you would like to share any feedback on the proposed rebranding, you may contact [staff@afrs.org](mailto:staff@afrs.org) with subject line: "Rebrand Feedback." Feedback will be taken into consideration until March 24, at which point the logo will be refined and finalized in preparation for a mid-May website relaunch.



This option houses the cross and capitol within an iconic shield shape, signifying both the dedication your members have shown to keeping Austin safe through their careers and that their retirements are protected under the care of the retirement fund.