

History Worth Remembering: Our Logos

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Throughout its 75 year history several emblems or logos have been used to represent the Association.

In the *History of the National Association of Extension Home Economists 1933-1975* Maxine Reeves, noted that in the early years, the Association never had an official emblem but used the Extension Homemakers' emblem and substituted the Association's initials at the base.

A version of this oldest emblem or logo can be found in the Association's historical archives as a hand drawn logo in the 1948 Association Handbook. The note underneath describes it as three concentric circles which typify the home, the state and the nation.

The hearth fire in the center symbolizes the home and expresses the spirit of the finer attributes of the home, such as fellowship, hospitality, comfort, peace and protection.

The oak leaf symbolizes the strength of the home; the lamp of knowledge, the wisdom with which a home and family must be created; the wheat, productivity and richness of family and community life.

Around these symbols are the words, "home, family, community" with "Cooperative Extension Service" in the outer circle--designating the cooperation of the county, state and nation in the Extension Program.

The history of the emblem dates back to 1934 when a committee was appointed to work on an insignia for home demonstration work. Miss Myrtle Weldon, State Leader, Kentucky and Miss Ida Hagman, Home Management Specialist, Kentucky served on the committee. Miss Weldon composed the wording and Miss Hagman designed the emblem.

The emblem was patented in November 1936, with the understanding that it should not be used for any commercial purposes or in connection with any advertising, but should be used only by members, officers and leaders of home demonstration clubs.



Hand drawn logo for the NHDAA, circa 1948



NAEHE Logo, circa 1960



NAEHE Logo, 1971-1995

In 1971 it was decided that the Association needed a logo or emblem of its own and the membership was given the opportunity to submit a design. Five entries were received. One was selected by a committee chaired by Betty Struten. Richard Kaiser, husband of Carol Kaiser, a member from New Jersey, designed this logo which is sometimes called "the house" logo and uses lower case letters "naehe" to symbolize a home and the letter "h" extending through the roof to be the chimney. The lettering was gold outlined in blue. It was first used at the Annual Session in Denver in 1972. This remained the logo until 1995 when the Association's name changed.

In 1995 a committee chaired by Donna Donald (then President-Elect) developed a new logo to go hand-in-hand with the proposed name change. Their mission was to have a possible logo ready at the Annual Session in Dallas, should the membership elect to change the name. The name was changed and with a very fast turnaround the new logo was revealed before the end of the Annual Session that year.

This committee was focused on external marketing and worked to develop an identity and name recognition with the new logo. The current logo of National Extension Association of Family and Consumer Sciences (NEAFCS) as developed in 1995 is composed of three elements:

- the letter "n" in lowercase
- the initials NEAFCS in uppercase
- a series of three icons which simultaneously represent:
 - family – figures representative of all family forms
 - three keyholes – the paths to another plane or level
 - three principles symbolic of the Association
 - being the voice for professionals in Extension Family and Consumer Sciences program development
 - providing an information network and continuing education for extension professionals
 - recognizing extension professionals through awards and recognition



To insure consistent use and marketing, the logo must always be either reflex blue, white or in the case of photocopied materials, black.

The following year, NEAFCS established a policy for state/territory Affiliate use of national logo (9/14/96). This policy states that the NEAFCS logo must be used as is and intact. This includes the large "n", the letters NEAFCS underneath, and where appropriate the words National Extension Association of Family and Consumer Sciences spelled out underneath. The size of the logo may be larger or smaller but must be kept intact.

States wishing to use the logo may add a solid line under the NEAFCS words and add (state/territory name) followed by the word "Affiliate."

The Members Only section of our NEAFCS website has a [graphics library](#) containing downloadable versions of the logo.