



Les Dames d'Escoffier International

**Les Dames d'Escoffier**  
INTERNATIONAL

## Re-Branding Les Dames d'Escoffier

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As Les Dames d'Escoffier looks to increase its brand awareness, we all look for ways to do our part. On the PR committee, I was asked to review a draft of the new PR manual.

As I read through the acknowledged weaknesses of the brand, I realized something was missing. I noted the *logo itself* as a weakness. The name of the organization, minuscule compared



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to the mark, lacked presence and when used small was unreadable. The mark itself was recognizable, but small details detracted from its clarity.

I proposed that the logo should be redesigned for name presence, and suggested adding a tagline to increase understanding of the organization. I volunteered my firm, Unity Design, with its branding expertise, for the endeavor. We planned to increase brand and name presence, while not infringing on established brand equity. Maintaining the previous font (Garamond), we made the organization name large with "International" underneath in all caps, and with an elegant rule between. This allowed the entire name to carry much more weight with a polished look.

We made refinements, cleaning up the mark and added a heavier outer border to help it stand out. We designed both vertical and horizontal configurations for the logo.

We proposed a number of taglines, from creative solutions to utilitarian (who we are, what we do). This has sparked a lengthier debate that continues. Watch for a new tagline perhaps in 2015!

After the Board's approval, we went a step further to develop logos for each chapter. Chapters can find the new international logo and their chapter logos by logging into the website and going to Member Center > Documents. Logos are supplied in JPG and EPS formats.

*Unity Design (unitydesign.biz) is a brand-focused print and online design firm that specializes in the culinary industry.*