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"Rummaging in the government's attic"

Description of document: Federal Housing Finance Agency (FHFA) designs that were considered for the FHFA logo, 2008

Request date: 11-March-2011

Released date: 08-June-2011

Posted date: 25-May-2015

Source of document: FOIA Office
Federal Housing Finance Agency
400 7th Street, SW
7th Floor
Washington, D.C. 20024
email: FOIA@fhfa.gov
[Online FOIA Request Portal](#)

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Federal Housing Finance Agency

1700 G Street, N.W., Washington, D.C. 20552-0003

Telephone: (202) 414-3800

Facsimile: (202) 414-3823

www.fhfa.gov

June 8, 2011

FHFA FOIA Request No.: 2011-43

This letter is in final response to your Freedom of Information Act (FOIA) request received by the Federal Housing Finance Agency (FHFA) on March 11, 2011. Your request was processed in accordance with the FOIA (5 U.S.C. § 552) and FHFA's FOIA regulation (12 CFR Part 1202).

In your letter, you requested a copy of the contract and correspondence regarding the design of the FHFA seal. FHFA has reviewed its files and has identified material responsive to your request. The purchase requisition for the logo is being released in its entirety. All correspondence (including the designs) discussing the decision making process of choosing the FHFA logo are exempt from disclosure under exemption 5 of the Freedom of Information Act, 5 U.S.C. § 552(b)(5), on the basis of deliberative process. However, after review, staff has determined to make a discretionary release of the various designs that were considered for the FHFA logo pursuant to President Obama's FOIA Memorandum and Attorney General Holder's FOIA Guidelines regarding discretionary releases. A copy of the responsive material, totaling 69 pages, is enclosed.

If you wish to appeal any aspect of FHFA's decision you must, within 30 calendar days of this letter, submit: 1) a copy of your initial request; 2) a copy of this letter; and 3) a statement of the circumstances, reasons, or arguments for seeking disclosure of the withheld information. The appeal must be sent either electronically to foia@fhfa.gov, or mailed to the "FOIA Appeals Officer" at the above address. The e-mail subject line, or the envelope and the letter of appeal, must be clearly marked "FOIA Appeal."

Your FOIA request is releasable to the public under subsequent FOIA requests. In responding to these requests, FHFA does not release personal information, such as home address, telephone numbers, or e-mail addresses, which are protected from disclosure under FOIA Exemption 6 (5 U.S.C. Section 552(b)(6)).

If you have any questions regarding the processing of your request, please contact me at stacy.easter@fhfa.gov or foia@fhfa.gov.

Sincerely,



Stacy J. Easter
FOIA/Privacy Officer

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OFHEO Purchase Requisition

OFHEO Form # 19 (Rev. 9/2006)
(Formerly HUD-10.4)

Mail Invoice To:
OFHEO Accounts Payable
1700 G Street, NW
Washington DC 20552

Suggested Vendor (Name, Full Address, and PHONE No.):

Design Concepts
8600 Foundry Street
Suite G1 No: 2050
Savage, MD 20763-9513
301-317-8500 fax: 301-317-8599

P.O.
7331

Description and Justification:	Unit of Issue:	Quantity:	Est. Price per Unit	Est. Total Cost:
Design Services - final articulation of new logo and production of panel of multi-color and single-color files.		1	\$400.00	\$400.00
		0	\$0.00	\$0.00
Finalize articulation of new logo/identity and produce a panel multi-color and single-color file formats.				\$0.00
Final deliverables will be EPS, TIFF and native PhotoShop or Illustrator files supplied via FTP/CD-ROM				\$0.00
				\$0.00
				\$0.00
				\$0.00
Total:				\$400.00

Stop! Write the Justification - Attach additional sheet if necessary:

Final articulation of new logo/identity and production of art files of the FHFA logo.

Requestor Name: Peter Brereton <i>Peter Brereton</i>		Initial and Date: 10/9/2008 <i>10/9/08</i>	Deliver to and Phone No.: Amy Lakroune - 202-414-8920	
Office Code:				
Initial and Date:				
Authorized Requesting Official Signature and Date:			Supply Source: <input type="checkbox"/> Fed. Supply Sked <input type="checkbox"/> Fed. Strip <input type="checkbox"/> Other Govt. Agency	<input type="checkbox"/> Open Market <input type="checkbox"/> GSA <input type="checkbox"/> FSS Commodity Group No.: GSA Contract No.:
Functional Code	Project Code	Organization Code	Amount Reserved	Control No.
Authorizing Funds Control Official Signature and Date:			<i>matches 10/23/08</i>	



FHFA Logo
18 September 2008



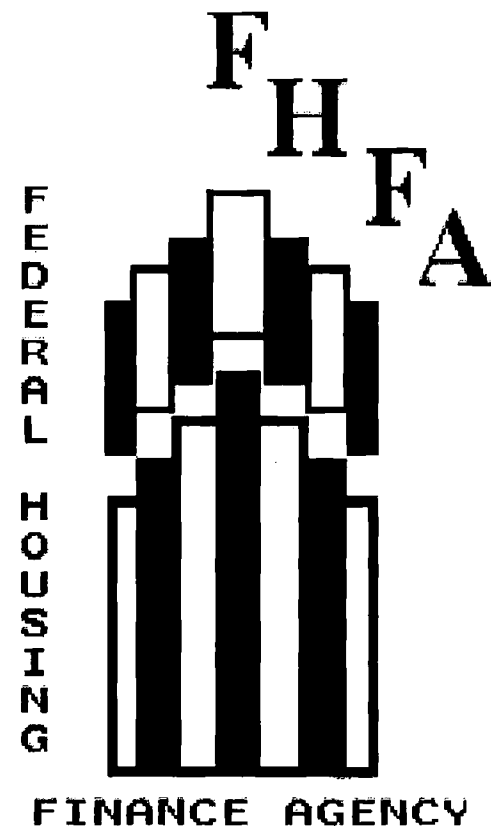


FHFA Logo
18 September 2008



FHFA Logo
18 September 2008







Federal Housing Finance Agency



FHFA Logo
29 August 2008



FHFA Logo
29 August 2008



FHFA Logo
29 August 2008



FHFA Logo
29 August 2008





FHFA Logo
29 August 2008



FHFA Logo
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FHFA Logo
29 August 2008



FHFA Logo
29 August 2008



FHFA Logo
29 August 2008

K.1



FHFA Logo
29 August 2008





FHFA Logo
29 August 2008





FHFA Logo
2 September 2008





Abdalla Eldarrat
Logo 3
8/12/2008





Abdalla Eldarrat
Logo 4
8/13/2008

Abdalla Eldarrat
Logo 5
8/14/2008



Abdalla Eldarrat
Logo 5
8/14/2008

GREEN CIRCLE (the FHFB colors)



BLUE CIRCLE



BLACK CIRCLE (old OFHEO colors)





Overarching guidelines shared with design firm:

- We want a **circle or circular logo**.
- House (or houses) -- no temples** (avoid columns and similar gov'tal structures).
- No eagle**.
- Simple, classic not flashy.
- Flag** and/or **red, white and blue** *can* be incorporated but not required.

Other elements/thoughts to add?

Some sample submissions from staff follow (for your information).



Abdalla Eldarrat's
submissions



FHFB's staff
submission



Richard Gibbs'
submissions



GovTech Solutions'
submission



John McNicholas'
submission



yellow "houses" – similar to FHFB
Blue vs green vs white backgrounds
with solid base and without
black vs. gold stars
ALL CAPS vs. UPPER and lowercase
With eagle and without





Combination of FHFB's stylized acronym and general circle





FHFA Logo
4 September 2008

A.4



FHFA Logo
4 September 2008





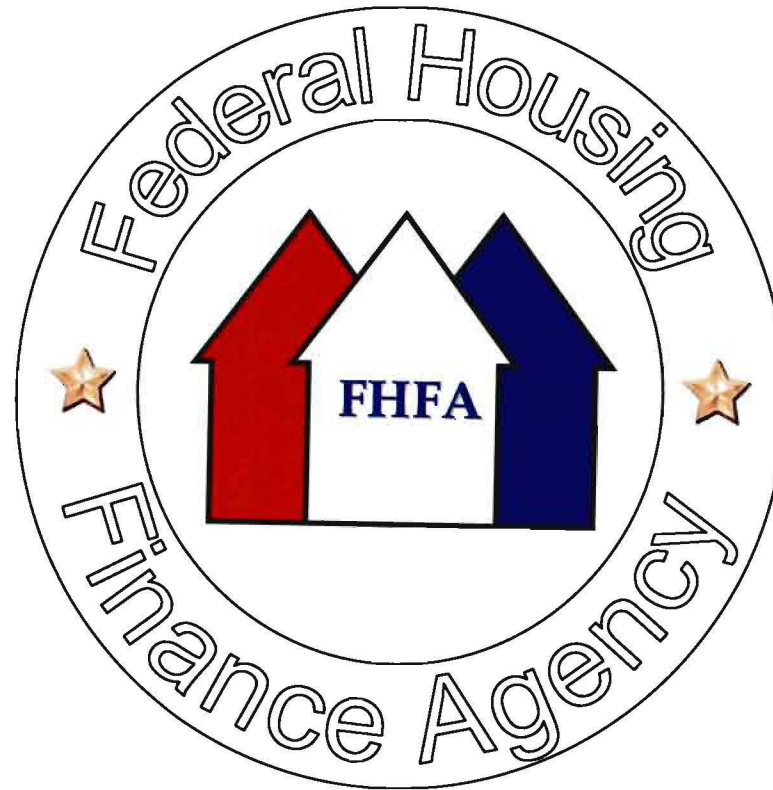
FHFA Logo
4 September 2008





FHFA Logo
4 September 2008











FHFA Logo
4 September 2008



FHFA Logo
4 September 2008



FHFA Logo
4 September 2008





FHFA Logo
4 September 2008











FHFA Logo
4 September 2008



FHFA Logo
16 September 2008



FHFA Logo
4 September 2008



FHFA Logo
16 September 2008



FHFA Logo
18 September 2008





FHFA Logo
18 September 2008





FHFA Logo
18 September 2008





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18 September 2008



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18 September 2008



FHFA Logo
18 September 2008





FHFA Logo
18 September 2008





FHFA Logo
18 September 2008





FHFA Logo
18 September 2008

















A.3



A.4



A.3



A.4



A.3



A.4



A.3



A.4



