



Rebranding Frequently Asked Questions

Why are we changing our logo?

Feedback from many different sources (including Pioneers regular and life members and non-Pioneer employees in our sponsor companies), told us that our old image isn't appealing to potential volunteers and younger people.

Does everyone have to make this change?

Yes, we are asking that all units and members begin using the new logo/brand.

Do we have to throw away all of our items with the old logo?

No. We are not asking you to throw away your existing inventory, but simply to use the new logo/brand when you replace your existing inventory. We anticipate that it will take 18-24 months for everything to be converted to the new logo.

When can we start using the new logo?

Right away. Every unit (chapter, council, club) has received a branding launch packet, which includes a CD with both a jpeg and eps formatted brand for your use in creating new materials with the new brand.

Are we changing our name?

No – our legal name is still TelecomPioneers, and you will continue to use the group name you have always used, i.e., AT&T Pioneers, Aliant Pioneers, Canadian Pioneers, Cincinnati Bell Pioneers, FairPoint Pioneers, Frontier Pioneers, New Outlook Pioneers, Qwest Pioneers, SaskTel Pioneers, Verizon Pioneers. We are simply changing our brand.

Do we have to use our sponsor company or group logo all the time?

That is the preferred brand treatment. By using your sponsor company or group logo along with the new Pioneers brand, you maintain the Pioneers connection to the telecommunication industry and our rich industry heritage.

What colors can we use?

Included in your brand launch packet is a document that outlines all of the branding guidelines, including size, usage, colors, fonts, etc. Please refer to the guidelines document for the official color palette.

Where can we buy items with the new logo?

Pioneers headquarters is in process of identifying preferred vendors for a variety of products with the new brand. You will be notified as these vendors are confirmed. In the meantime, you can purchase from your vendor of choice using the artwork included in your brand launch packet.

Is there any significance to the triangle in the center of the logo?

Yes. Part of our goal in creating the new brand was to incorporate our long standing history of the triangle and our three core values. While the triangle may look a little different, our values are still the same!

What does the new logo stand for?

The graphic mark is a spark, and is known as “the spark of change.”

Who decided to change the logo?

Based on surveys conducted over the past 18 months, we received feedback from many sources, including both Life and Regular Pioneer members, as well as employees within our sponsor companies and our sponsor companies themselves. The feedback was that our image looked dated and was not appealing to people currently in the workplace. Based on that feedback, the organizational decision was made to update our image.

How do we include our chapter name with the logo?

You can place your chapter name underneath the logo, using one of the recommended fonts – either klavika or verdana, according to the brand guidelines document.

Who paid for the logo?

The rebranding effort was completely funded by a generous grant from the AT&T Foundation, which was administered by the Denver headquarters office.