

## THE EMBLEM



In 1948 the Board of Directors instructed the Public Relations Committee to develop a suitable emblem for the Association. The PR Committee formed a subcommittee named the "Emblem Committee" with instructions to hold a competition among the members with a prize offering of \$50 for the winning design.

More than a dozen submittals were put on display at the annual SEAONC Picnic held in those days at McNear's Beach in Marin County. According to the annals of the Association, "after a lengthy and deliberate session" of judging at the Picnic, the winning prize went to one of SEAONC's most ardent and energetic members, Jack Y. Long, who modestly said it was a design submitted by his office and had been inspired by the newly-revealed design of the St. Louis Arch.

The emblem was subsequently adopted by the other SEA groups in California and has since been adopted by SEAs of a number of other States.

Members of SEAONC are encouraged to use the emblem when and wherever possible in connection with their professional activities — as job signs, on letterheads and other stationery, drawings, contract documents and wherever its use may further public relations.

The emblem shall not be used, however, in connection with the advertising of any material or on the letterhead or literature of any individual or company dealing in materials.