



Who is MOAA?:

As the community face of the Military Officers Association of America, the Southwest Virginia Chapter's mission is to advocate for a strong national defense, be an influential provider and supporter of programs, benefits and services for our military community, and a source of social fellowship for our members.

The Preface:

The Military Officers Association of America approached me for a logo redesign, as their previous emblem failed to capture the essence of their chapter.

Armed with their vision, I sourced a copyrighted, high-resolution photo of the Virginia Blue Ridge Mountains from a local photographer. Then meticulously crafted a new logo that resonated with their identity, effectively revitalizing their visual representation that can be shown on any platform



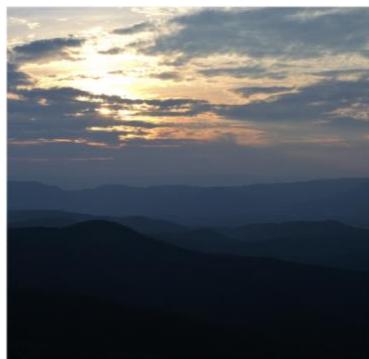
Initial logo:

This was their previous logo they were able to use however it was not specific to the South West Virginia Chapter. They wanted to follow the same design but add characteristics of Virginia and make the logo modern.



Draft:

This initial sketch represents the concept for the MOAA logo as envisioned. Subsequently, my task involved sourcing a suitable, royalty-free image of the Blue Ridge Mountains and creating the additional elements to bring the envisioned design to fruition.



Define:

I successfully sourced this photograph from a local photographer who generously provided the image for unrestricted use for the logo, free of charge. I then edited the photo to fit MOAA needs and started creating the final logo.

Final Logo



These images showcase various locations where the logo has been employed. For further details and additional instances of the logo in use, please visit the MOAA website at <https://www.moaswva.org/newsletters>



**CHAPTER MEMBERSHIP****as of 31 March 2023**

Regular Members	109
Surviving Spouses	2
Total Members	118

Talk to a fellow officer about joining the Southwest Virginia Chapter!

JOIN THE CHAPTER

Looking to join the Southwest Virginia Chapter? Want more information on how to join and become involved? Check us out on the chapter website at moaaswva.org or on face book at [moaaswva](#) then Contact COL Bob Brown, USA (Ret), Chapter Membership Chair at (540) 904-2810 or email at rbrown68@gmail.com.



**MILITARY OFFICERS ASSOCIATION OF AMERICA
SOUTHWEST VIRGINIA CHAPTER - ENROLLMENT/RENEWAL FORM**

Name (First ,Middle, Last, Rank) _____

Address _____ City _____ State _____ Zip _____

Home Phone _____ Cell Phone _____ Email Address _____

Branch of Service _____ Retired _____ Active Duty _____ NG _____ Former Officer _____

Date of Birth _____ Spouse Name _____ MOAA Membership ID No. _____

Annual Chapter Dues are \$30.00. Widows (ers) dues are \$15.00. Dues for those entering MOAA between 1 July and 31 December are \$20.00. Please mail dues payment to: **MOAA, Southwest Virginia Chapter, P.O. Box 3090, Roanoke, VA 24015-1090**