

Portland Raging Grannies

Logo Redesign Proposal

A proposal to update the iconic Raging Grannies silhouette - replacing the umbrella with a protest sign while maintaining the brand recognition that connects 80+ gaggles worldwide.

Why Redesign?

The current international logo features a striding granny raising an umbrella. Some members have raised concerns that the raised umbrella reads as a weapon - at odds with our core commitment to nonviolent protest.

The umbrella also doesn't reflect what we actually do. When grannies show up, **we carry signs, not umbrellas.**

The fix is simple: swap the umbrella for a blank protest sign. Keep everything else that makes the silhouette instantly recognizable.

Before & After

CURRENT LOGO



Raised umbrella can read as aggressive

PROPOSED



Protest sign reflects our actual activism

Beyond the Silhouette

The same design works as a simple silhouette for everyday use, but can also come to life in full color for special applications - merch, posters, social media, event materials.



Full color - illustration style



Full color - floral apron detail

What Changed, What Stayed

The goal was minimal disruption to maximum effect. The silhouette stays recognizable at a glance.

Kept

Side-profile silhouette striding right. Wide-brimmed hat with flowers. Glasses. Apron over dress. Sensible shoes. Determined energy.

Changed

Umbrella replaced with blank protest sign. The blank sign is intentional - it can hold different text for different uses, or stay empty as a universal symbol of showing up.

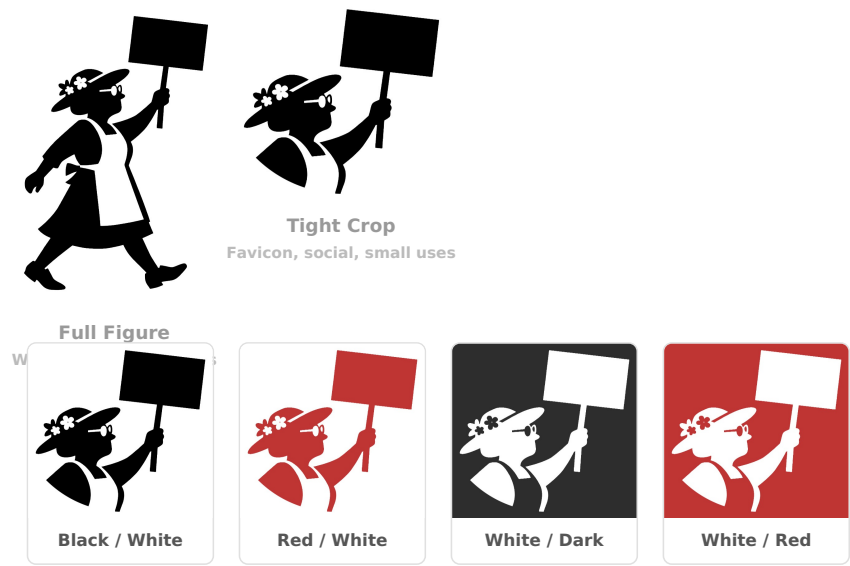
Color Variations

Four versions for different contexts. All using PRG red **#bf3434**.



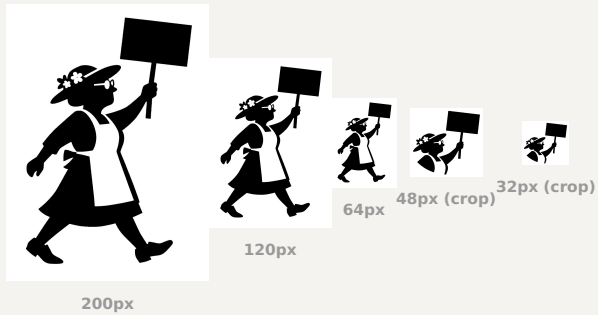
Two Crops

The full figure works for larger applications. The tight crop concentrates the essential shapes - hat, flowers, glasses, sign - for small sizes like favicons and social avatars.



Scales Cleanly

The silhouette stays readable from banner size down to small icon sizes.



Text Lockups

Logo paired with the organization name for different contexts.



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On a T-Shirt

The simple silhouette works beautifully as single-color screen print.



Clean single-color printing. Works on any fabric color. The blank sign could hold chapter-specific text, event names, or stay empty.

This is the same design approach the international movement already uses - a simple, bold silhouette that reads instantly.

The Blank Sign Is a Feature

The protest sign can stay blank as a universal symbol, or hold text for specific uses:



Blank - universal



"Raging Grannies"



"PRG" - shorthand

With professional vectorization, text can be placed on the sign for specific applications - action-specific messaging, chapter names, event branding. The blank version remains the primary mark.

Next Steps

This is a concept for discussion. Here's what happens if the group likes the direction:

1

Group Feedback

Discuss the concept at a monthly meeting. What works? What needs adjustment?
Does the silhouette feel like "us"?

2

Final Refinements

Adjust proportions, line weight, and details based on group input. Fine-tune the hat flowers, glasses, apron details. Create a professional vector version for clean scaling at any size.



Same Granny. Better Sign.

A logo that reflects who we are and what we do -
showing up, raising our voices, and holding signs for
what matters.