



Viera East CDD
Workshop Meeting

**Thursday
October 9, 2025
6:30 p.m.**

**FaithViera Lutheran Church
5550 Faith Drive
Viera, Florida**

1. Roll Call
2. Discussion of Logos
3. District Manager's Report
4. General Manager's Report
5. Restaurant Report
6. Lifestyle/ Marketing Report
7. Supervisor's Requests
8. Adjournment

SECTION II

LOGO CONCEPT

LOGO OPTION 1 | BLACK

The first concept includes two treatments of the stylized letterforms of V and E combined. The strokes that compose the E and right side of the V form eastward-pointing pins/flags.

The three flags are a nod to your 3 top holes. The wavy flag treatment suggests fluidity and movement. The pointy flag option is cleaner and suggests precision.

The logo elements can be arranged either horizontally or vertically, as in the lockups shown here.



VIERA EAST
Golf Course



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LOGO CONCEPT

LOGO OPTION 1 | BLACK & GRAY

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LOGO CONCEPT

LOGO OPTION 1 | 1 Color

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LOGO BRANDING PALETTE



LOGO CONCEPT

LOGO OPTION 1 | 2 Color

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LOGO BRANDING PALETTE





LOGO CONCEPT

LOGO OPTION 2 | BLACK

The second design includes two treatments that focus on the triangle of challenging holes you are known for. The first treatment, the V, is stylized by segmenting the right-leaning stem to suggest the letter E as part of the V letterform. There are also eastward-pointing pins/flags in each corner of the triangle.

The second treatment takes a slightly simpler approach, where the trio of stars is representative of the level of challenge and accomplishment.

The logo elements can be arranged either horizontally or vertically, as in the lockups shown here.



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LOGO BRANDING PALETTE





LOGO CONCEPT

LOGO OPTION 3 | BLACK

The third design includes three treatments that focus on creating a stylized V that resembles a golf club. The first treatment is the simplest. The circle encapsulating the V is designed to resemble the arc of a swing. The combined shape of the circle and the V is designed to resemble a stylized lowercase e.

The second treatment is the same as the first except the handle has been extended to add the grip. This makes the golf club aspect of the design more obvious - the drawback being that the e takes more work to find.

The third treatment plays with positive and negative space to create the golf club shape of the V. This also includes the triangle symbolism in addition to a flag/pin and hole to complete the shape. The flag is pointing east.



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LOGO CONCEPT

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LOGO CONCEPT

LOGO OPTION 4 | BLACK

The fourth design includes three treatments that focus on combining 2 shapes in order to create a stylized V. The first treatment uses a shape that is designed to represent the head of a putter for the left stem. The second shape is a golf ball positioned as the right stem to complete the V.

The second treatment uses the same putter head shape for the left stem. The second shape is a compass that is pointing east, positioned as the right stem to complete the V.

The third treatment uses the same putter head shape for the left stem. The second shape is a flying golf ball soaring eastward and positioned as the right stem to complete the V. Hidden within the flying golf ball design is the letter E formed in the negative space of the trailing speed lines.



LOGO CONCEPT

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