

Keep Sedona Beautiful Adopts New Logo

Keep Sedona Beautiful, Inc. has a new logo. Commonly referred to as KSB, the nonprofit organization was incorporated sixteen years before Sedona became a city. In 1972, a group of citizens concerned about the proliferation of billboards and roadside trash founded the organization and appropriately named it Keep Sedona Beautiful. KSB's first logo conveyed the organization's name – a request or call to action -- and a reason for the request: "it's good business". The image of an expansive tree with an equally expansive root system symbolizes a concern for Nature.

Today, 42 years later, KSB's first volunteer group – the famous Litter Lifters –keep 65 miles of Greater Sedona roads litter-free. Billboards and other commercial signage were getting out of hand in 1972. To put a damper on their proliferation, KSB promoted limitations on their size and location and led the effort to establish the outdoor-sign ordinances now in place in Yavapai County and the City of Sedona.

In the late 1980s and '90s KSB and others collaborated with the Coconino National Forest Service on an amendment to the Forest Service's Management Plan to place 160,000 acres of National Forest land surrounding Sedona off-limits to land trade for private development. The ensuing amendment to the Plan became reality in 1998 as Amendment 12 and still stands today. It will be incorporated into the new 2015 Management Plan.

Today, KSB focuses on land preservation, natural resources protection (especially water), management of local National Forest lands, preserving scenic viewsheds and access to public lands, and protecting dark skies of the greater Sedona area. KSB has long tackled light pollution by helping to write the City's and County's Outdoor Lighting Ordinances. Recently, KSB worked anew with the City of Sedona to qualify for the coveted Dark-Sky designation, resulting in Sedona's having just become the 8th International Dark-Sky Community in the world. KSB also offers educational programs such as the monthly Preserving the Wonder™ Speaker Series, the Annual Native Plant Workshop, and the Annual Awards in Excellence.

KSB's mission statement "Keep Sedona Beautiful, Inc., acting through the stewardship of its members and volunteers, is committed to protect and sustain the unique scenic beauty and natural environment of the Greater Sedona Area" is expressed in KSB's current new logo that evolved from earlier ones.

In 2007, the first logo's image of the tree was replaced with the iconic image for the greater Sedona area, Cathedral Rock; the tagline was changed to *Preserving the Wonder Since 1972*, and the round shape was abandoned in favor of a rectangle. In the third logo, the tagline became *Environmental Stewards Since 1972* to reflect KSB's primary concern for the natural environment.

Logos 2 and 3 had to be printed in fairly large size for the text to be legible and to not resemble a postage stamp, for instance, the recently issued Arizona Centennial stamp.

The 2014 new round logo solves these problems. It also contains the organization's acronym and more symbolism: the strong white circle suggesting protection forever (a circle has no beginning or end) of the Red Rocks and star-studded sky enclosed by it. The environmental stewards, of course, are KSB's volunteers. Won't you join them?

www.keepersedonabeautiful.org