

## A Fresh Look for PARA (New Logo)

I'm proud to unveil two new logo concepts for the Pennsylvania Alpine Racing Association (PARA)! Both designs represent an exciting step forward as we continue building PARA's unique identity within the alpine racing community. While I personally like both logos, I'd lean toward **Option #1** as my favorite. It captures the spirit of PARA with a clean, strong visual that stands out on its own.

As we move away from simply using the U.S. Ski Team logo, my goal was to establish something distinct—something that reflects our athletes, our mountains, and our vision for the future. This new look is just the beginning of that journey. It's a new era for PARA—distinct, driven, and ready to carve our own path.

Option #1



Option #2

