

# Logo Design Contest for the Malaspina Land Conservancy Society

## About Us

The Malaspina Land Conservancy Society (<http://malaspinaland.ca>) works to benefit the community and future generations by promoting and encouraging the protection, preservation, maintenance, restoration, beneficial use and management of plants, animals and natural communities that represent diversity of life on Earth by protecting the lands and waters they need to survive and by preserving areas of agricultural, scientific, historical, cultural, scenic and outdoor recreational importance.

We work to achieve these goals through donations and bequests and by purchasing privately owned lands to be conserved for beneficial purposes forever. We also assist land owners to place conservation covenants on their own private lands to ensure the preservation of the natural ecology for generations to come.

We provide this service throughout the upper Sunshine Coast on the west coast of British Columbia - the area known as the Powell River region, including islands and back country.

The Malaspina Land Conservancy Society is a non-profit organization, and we hope to be approved as a charity once our application is reviewed by the Canada Revenue Agency. We are increasing our membership and in the meantime have a board of seven First Directors. We all live and grow within the community.

Review our Constitution for more information.

## We need a logo

The Malaspina Land Conservancy Society needs a logo or a logotype<sup>1</sup> for use on our letterhead, on our website, and on written materials promoting the work that we do. An effective logo or logotype conveys the nature of the organization that it represents. Here are some of the aspects of our work as a land conservancy that might help you come up with some visual concepts for your design:

- Natural beauty: sea, sky, mountains, coastline, rivers and streams...
- Preservation: of land, plants, and animals; of agricultural land and the traditional ways of producing food; etc.
- Strengthening community: we hope to bring people together around the shared goal of preserving the places of beauty and meaning in this part of the world
- Sustainability, environment: a land conservancy keeps parts of the local environment safe from environmental harm...

Please feel free to contact us at [info@malaspinaland.ca](mailto:info@malaspinaland.ca) if you have any questions.

## Logo/Logotype Submission Specifications

### Criteria for entry in the competition

- **DEADLINE:** All entries must be received or postdated on or before May 1, 2009.
- **WHO MAY ENTER:** The contest is open to any person (except the judges!); and entrants can enter any number of submissions.
- **FORMAT OF ENTRY:** Either a black-and-white or colour logo is acceptable. It is preferable if colour logos can also be reproduced successfully in black and white. A sketch of the logo design is acceptable. The winning logo may be modified by MLCS staff.
- **TEXT:** The words "Malaspina Land Conservancy Society" must be included in the logo/logotype design. Please submit font used (if electronic version is submitted).

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1. From Wikipedia: "A logo is a graphical element (ideogram, symbol, emblem, icon, sign) that, together with its logotype (a uniquely set and arranged typeface) form a trademark or commercial brand. Typically, a logo's design is for immediate recognition. The logo is one aspect of a company's commercial brand, or economic or academic entity, and its shapes, colors, fonts, and images usually are different from others in a similar market. Logos are also used to identify organizations and other non-commercial entities."

## Judging Criteria

- Entries will be judged by a panel of individuals chosen by the MLCS Executive Board.
- Entries will be judged on the following criteria:
  - Innovation
  - Suitability
  - Originality
  - Creativity
  - Technical quality
  - Adherence to the design specifications
- A successful logo design should be describable.
- A successful logo design should be memorable.
- A successful logo design should be effective without colour.
- A successful logo design should be scalable; i.e., it should be effective when just an inch in size or when large (as on a poster or banner).

## How to submit an entry

- We will accept hand-drawn submissions and computer-generated submissions.
  - If your submission is hand-drawn (i.e., something drawn or painted on paper or some other medium), scan the image at a resolution that best captures the image. Email the scan
  - If your submission is computer-generated and pixel-based, save the logo design as a Tagged Image File Format (TIFF) at a resolution no less than 1,200 points per inch (ppi) at 100% of its height and width.
  - If your submission is computer-generated and vector-based, save the logo design as an Encapsulated PostScript (EPS) file. If using color, use the CMYK color scheme, and maximum 2 colours (+ b/w).
- Email your scanned file as an email attachment to: [info@malaspina.ca](mailto:info@malaspina.ca).
- Identifying information required: include your name, mailing address, email address, telephone number, and the name of your school (if applicable).
- Only e-mailed submissions will be accepted unless specific arrangements are made well in advance of the deadline; please contact us at the above email address for more information.
- The winner must sign an agreement for the assignment of copyright to the MLCS.
- The winning entrant will be asked for a photograph of him/herself and must agree to allowing its use, along with his/her name, for publicity purposes.
- After selection of the winning logo, the winning designer will be informed by email from the Logo Design Contest Chair.

## Tips on designing a logo

<http://www.youthdesigner.com/2008/01/11/design-a-logo-the-ultimate-guide/>

<http://www.davidairey.com/5-vital-logo-design-tips/>