



## BCSLA LOGO COMPETITION GUIDELINES

The British Columbia Society of Landscape Architects (BCSLA) is excited to announce the launch of a design competition for our Society's logo and word mark. The Communications Sub-Committee invites you to showcase your creative brilliance by designing a unique identity for our membership. We are looking for submissions which reflect the diversity of the BCSLA membership. This competition is open to all BCSLA Members and to the general public. An individual or team can contribute up to two (2) submissions.

### Graphic Requirements

- The design must legibly read "British Columbia Society of Landscape Architects" and can have an accompanying graphic that can be used together with or separate from the name.
- Text must meet visual accessibility standards as outlined by the Association of Registered Graphic Designers of Ontario, available at: [www.rgd-accessibledesign.com/wp-content/uploads/2010/11/RGD\\_AccessAbility\\_Handbook.pdf](http://www.rgd-accessibledesign.com/wp-content/uploads/2010/11/RGD_AccessAbility_Handbook.pdf).
- The logo must be designed to be used on screen (e.g. internet, CD-ROM, TV, and video) and in print (e.g. banners, on paper, in newspaper print, letterhead, cards, advertisements, posters and on textile).
- Only submissions which follow the Competition Guidelines will be considered
- Each submission must be sent separately along with a completed BCSLA Logo Competition Submission Form by email to **BCSLAlogo@gmail.com**. A confirmation of receipt will be sent to you.

### STAGE 1

Stage 1 is an open call for submissions. The submissions will be judged by a jury to select five to ten (5-10) finalists. Stage 1 finalists will be eligible to win a prize of \$250.

### Submission Requirements

- **Deliverables: Logo and Tagline**
- **Deadline: March 27, 2011**
- Six (6) versions of the logo design to be submitted:
  - White background:
    - Black logo
    - Full colour logo
    - Single colour logo
  - Black background:
    - White logo
    - Full colour logo
    - Single colour logo
- Up to two (2) tag lines, submitted on the form provided, as text, separate from the logo.
  - Each tag line should not exceed 12 words and can be split up into up into three (3) lines
- Files must be 11" X 17" PDF or JPG
- Individual files are not to exceed 500KB for a total of 3MB
- Artwork to be in vector format so that it can be scaled
- Images or raster graphics will not be accepted as part of the graphics unless the original artwork can be enlarged proportionally to 300dpi at 48" high
- Provide PANTONE colour number and font
- In the event of a winning design, due to the file size restrictions, we will request your high-resolution images and original artwork files (Illustrator, PSD... etc.)

## **BCSLA Logo Competition Guidelines (continued)**

### **STAGE 2**

Five to ten (5-10) finalists will be chosen and contacted to submit a qualifying second submission to be eligible to claim the Stage 1 prize of \$250. Stage 2 submissions will be presented to the membership at the AGM and voting will take place on-line. The Logo and Word Mark Working Group will then select top one to three (1-3) designs based on the membership vote for the Board of Directors to review and select the winner of the competition, who will be awarded a prize of \$2,500.

### **Submission Requirements**

- **Deliverables: Business Card and Letterhead**
- **Finalists Announced: April 1, 2011**
- **Deadline: May 1, 2011**
- Templates for business cards and letterhead will be provided by the BCSLA
- To be submitted in 1) black and white, 2) full colour, 3) one colour
- Selection of fonts
- Selection of one PANTONE colour
- Detailed Stage 2 Submission Requirements to follow

Following the competition, a graphic design RFP for contractors will be released to develop and implement a brand based on the new logo and word mark.

**Please see Competition Details and Restrictions section on Page 3 for more information.**

## **BCSLA Logo Competition Guidelines (continued)**

### **COMPETITION DETAILS AND RESTRICTIONS**

- The BCSLA reserves the right not to award any prizes, should it decide not to move forward with any of the entries received.
- The award of the Stage 1 prize money is contingent on the author taking the design to the next stage of the competition with a qualifying submission.
- Online voting will be restricted to BCSLA members only.
- The award of the Stage 2 prize money is contingent on the author working with the graphic designer and waiving moral rights to the work submitted.
- Should a graphic designer or firm provide the winning entry, the Society is not bound to move forward with that individual or firm to implement the logo, brand, or word mark.
- Only entries accompanied by a completed BCSLA Competition Logo Submission Form will be accepted.
- The design shall not in any way infringe any third party's right, including but not limited to Copyright, logos, rights management, royalty management, trademark, trade names, or other proprietary rights of publicity or privacy.

### **Copyright**

The winning entrant will be asked to donate their logo creation to the BCSLA and the copyright or design right of the final work will be owned by the BCSLA. Any work submitted to the competition will waive the creator's moral rights to the submitted work. BCSLA will provide acknowledgement of the original design to the winning entrant.

### **Use of Work**

By submitting a design, you are agreeing that any work submitted to the competition can be used in whole or in part at the discretion of the BCSLA Logo and Word Mark Working Group and future graphic artist. Any work that is used, in whole or in part, will be compensated by the BCSLA, but limited to the prize structure outlined in the competition details.

### **Follow-up**

The winning entrant may be asked to work with the graphic designer in the implementation of the logo or make any adjustments that may be required to make the graphics suitable for use. The cash prize will be deemed compensation for any follow-up work required and no additional compensation will be entertained.

### **SCHEDULE**

March 8, 2011 – Stage 1 Competition opens

**March 27, 2011 – Stage 1 Competition closes**

Week of March 28, 2011 – Jury selects five to ten (5-10) finalists

April 1, 2011 – Finalists notified and Stage 2 Competition opens

**May 1, 2011 – Stage 2 Competition closes**

May 13 and 14, 2011 – Finalists displayed at BCSLA Conference & AGM and online

May 16, 2011 – Online voting closes

Week of May 16, 2011 – Logo and Word Mark Committee selects finalists for BCSLA Board review

**May 24, 2011 - BCSLA Board Meeting – Finalist selected**

### **Jury**

The Jury for Stage 1 of the competition will comprise of:

- One representative from the Board of Directors
- One representative from the Communications Sub-Committee
- One representative from the Logo and Word Mark Working Group
- Three Registered Landscape Architect or Landscape Architect Members
- One Intern Member
- One Student Member
- One representative from Emily Carr University of Art + Design

Please send any questions to [BCSLAlogo@gmail.com](mailto:BCSLAlogo@gmail.com).

● ● ● BCSLA LOGO COMPETITION SUBMISSION FORM ● ● ●

Please submit a separate Form for each submission (maximum 2 per individual or team) to BCSLAlogo@gmail.com

● **AUTHOR(S):** \_\_\_\_\_

**Firm/Institution:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

**Telephone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

● **TAGLINE 1:** \_\_\_\_\_

● **TAGLINE 2 (optional):** \_\_\_\_\_

● **PANTONE COLOUR #:** \_\_\_\_\_

● **FONT:** \_\_\_\_\_

**File Name** (Author-Logo Competition: e.g. Joe Smith – Logo Competition.jpg): \_\_\_\_\_

● **DEADLINE: March 27, 2011**

● **ENTRANT AGREEMENT**

All submissions will be available to the BC Society of Landscape Architects for promotion, exhibition, publication, or other promotional purposes. All entrants should note that the BCSLA assumes the right to use, replicate and or distribute any submitted material for any promotional endeavor that the BCSLA deems fit.

Entrants are responsible for making sure that all components of the submission does not infringe on any third party's right, including but not limited to Copyright logos, trademark, trade names, or other proprietary rights of publicity or privacy. BCSLA retains the right to publish images submitted to this contest in *Sitelines Magazine*, on the BCSLA websites, in promoting the Society and in other products in conjunction with promoting landscape architecture.

I have included six (6) logo versions as outlined by the BCSLA Logo Competition Guidelines.

This design is my own creation and has been developed in conformity with the BCSLA Logo Competition Guidelines.

\_\_\_\_\_  
Name (please print clearly)

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

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