

Theatre BC Okanagan Zone New Logo Competition

Attention artists, graphic designers and creative people!

Theatre BC Okanagan Zone is looking for a new logo which will be used to brand Ozone communications, marketing and publicity. The selected logo will have wide visibility on the Theatre BC and Okanagan Zone member clubs' websites and social media, as well as marketing materials such as posters, programs, logo products, and other memorabilia.

Design Brief:

Artists/designers are free to design the logo without restriction, keeping in mind the spirit of community theatre, creativity, education, camaraderie, entertainment and fun.

Criteria:

The logo design must

- be original art
- contain NO copyrighted material & NO clip art
- be limited to three (3) Pantone solid (coated) colours
- be legible in a wide variety of sizes
- be adaptable to black & white and colour print processes
- be adaptable to screen printing and embroidery processes

Applicants must be a minimum of 16 years of age.

Applicants may submit more than one logo design.

Format:

- The logo should be provided in vector format (.eps, .ai, with transparent background) AND in photo format (.png with transparent background, or .jpeg). Post-design technical support to achieve this may be available if you are not able to meet these requirements.
- Must be possible to apply either on light or dark backgrounds.
- Colour profile in RGB and CMYK (for colour printing).

Timeline:

Contest opens: **October 1, 2019**

Deadline for submissions: **January 31, 2020**

Shortlist selection of 3 designs: **March 1, 2020**

Successful artist(s)/designer(s) notified: **April 1, 2020**

Selection of the Winning Logo

A panel of judges will select up to three finalists and the winning entry will be chosen by a committee designated by the Theatre BC Okanagan Zone Committee.

Prize:

The artist/designer of the winning logo entry will be awarded \$500.00

Terms and conditions:

The winning logo design will become property of Theatre BC Okanagan Zone, with all copyright and use of the design held by Theatre BC and Theatre BC Okanagan Zone.

Each artist/designer is advised and, by the submission of a proposal, agrees that Theatre BC and the Okanagan Zone Committee will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the artist as a result of, or arising out of, submitting a proposed design; or due to the Theatre BC and Theatre BC Okanagan Zone Committee's acceptance or non-acceptance of their proposed design; or arising out of any contract award not made in accordance with the expressed or implied terms of the artist call.

The Theatre BC Okanagan Zone Committee reserves the right to not select a submitted design if no suitable submissions are received which meet the requirements and standards as assessed by the selection committee.

Intellectual property:

Unselected design proposals will be returned to the artist/designer after the conclusion of the selection process. The concept design of the winning logo will be the property of Theatre BC and Theatre BC Okanagan Zone, to be used in various formats and platforms.

Submission Process:

All entries must be received in .pdf format via email to **Okanagan Zone Chair** at okz@theatrebc.org before **November 30, 2019. at:**

Any questions or comments can be directed to the Okanagan Zone Chair at okz@theatrebc.org.