

# Wapiti Nordic Ski Club - Logo Contest

## TOP CONCEPT WILL WIN MERCHANDISE WITH NEW LOGO

Following the outcome of the survey this Spring, the Wapiti Nordic Board of Directors has voted to proceed and change up the Club's logo!

By launching a new logo in Fall 2024, it will better reflect who we are today, yet honor the Club's roots and stellar reputation as an essential part of the Grande Prairie region's recreation landscape.

In the spirit of staying connected with our Members, we would love to see YOUR ideas of what you think our new logo should look like! The successful concept will be shared with a local professional graphic designer who will develop it further into the final version of the new Wapiti Nordic logo!



We are looking for a concept that:

- Uses the words "Wapiti Nordic" or "Wapiti Nordic Ski Club" in the design
- Represents the of identity Wapiti Nordic and who we are
- Includes a nature theme (like trees or elk)
- Has a simple & timeless style
- May include a skiing theme

Please avoid:

- Following trends that will become dated
- Too many colors
- Copying other logos

Designs submitted can be hand drawn (scan or take a photo of it) or designed on a computer (attach the digital file). All submissions will be evaluated - whether a completely new designs or a fresh take on the current logo. **Contest runs Wed, June 26<sup>th</sup> – Wed, July 10<sup>th</sup> at midnight.** Maximum TWO concepts per person. Email your submissions to:

[admin@wapitinordic.com](mailto:admin@wapitinordic.com)

Contest Conditions:

By submitting a design concept, contest entrants will be giving Wapiti Nordic Ski Club Society the intellectual rights for the concept and its further development into an official logo.

Maximum of TWO submissions per person.

Open to all ages.

Contest closes midnight, Wed, July 10<sup>th</sup>, 2024.

Submitted concepts will be vetted by the Logo Refresh subcommittee and Board of Directors.

Additional input from Members will be sought at appropriate times as the process progresses.

The professional designer retains the right to modify the winning concept so the final logo may look different from the original submission.

