

Rules and Guidelines

Welcome to the Native People of Thunder Bay Development Corporation New Logo Design Contest!

The Corporation is a non-profit organization committed to providing safe and affordable housing, geared towards "low-income" Indigenous families and seniors who call the City of Thunder Bay home. We believe that a strong visual identity is crucial in representing our mission and values. We invite talented artists to participate in creating a unique and impactful logo that reflects the Corporation's aims and objectives in promoting and informing the public of the continuing need for affordable Indigenous housing.

Eligibility:

- Participants must agree to the contest rules and guidelines.
- The contest is open to artists of all ages.
- Employees of the Corporation, members of the Board of Directors, and immediate family members of the Corporation's employees or Board, are not eligible to participate.

Entry Requirements:

- All submissions must be original creations.
- Designs should be scalable and suitable for use in various media (print, digital, etc.).
- Submissions should be in a minimum resolution of 120-150 dpi digital format (preferably files such as JPEG, PNG, or PDF).
- Each participant may submit up to a maximum of three (3) entries.
- All forms of creative artwork is acceptable, using pencils, markers, paint, or digital graphics, but all images must be the artist's original work/creation.
- Images must not be smaller than 8x8cm.

Theme and Criteria:

- The logo should express the Corporation's mission statement of providing safe and affordable housing for Indigenous peoples.
- Creativity, originality, and relevance to the Corporation's aims and/or objectives will be key criteria for judging.
- Designs should incorporate elements that represent Indigenous culture and community.
- Designs should look good in both colour and black-and-white formats.

Submission Process:

- Email your logo designs to manager@nptbdc.org with the subject line "NPTBDC Logo Contest Submission."
- Must include your name, contact information (phone and email), and a description of your artwork design concept in the email.
- Submissions must be received by April 30, 2024 at 4:00 pm (Eastern Time Zone).

Helping to House Native Families and Elders, 50 Years 1973 – 2023
230 Van Norman Street, Thunder Bay, ON. P7B 1A8



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Prizes and Recognition:

- The winning artist will receive a \$500.00 cash prize.
- The winning logo will become the official new logo of the Corporation and will be prominently featured on our website, social media channels, and public marketing materials.
- The winner will also receive recognition and acknowledgment on our website and social media platforms.

Judging:

- A panel from the Corporation will judge all submissions based on their visual appeal, theme, ease of reproduction and relevance of the Corporation's mission statement.
- The Corporation reserves the right to not award a winner and not to award a prize if the submissions received do not meet the criteria and needs.
- The Corporation reserves the right to modify or terminate the contest, if necessary, with appropriate notice to participants.
- The decision of the judges will be final.

Disqualification Criteria:

- Designs that infringe on existing copyrights, trademarks, or academic property will be immediately disqualified.
- Plagiarized or copied designs will not be considered.
- Submissions containing offensive or inappropriate content will be disqualified.

Intellectual Property and Rights:

- By submitting a design, participants grant the Corporation the rights to use the design for promotional and branding purposes.
- The winning artist agrees to transfer all rights and ownership of the logo to the Corporation but may continue to claim creative responsibility for self-promotion purposes.
- Non-winning entries remain the intellectual property of their respective artists.

Liability and Disclaimers:

- The Corporation will not be liable for any loss or damage incurred during the contest.
- The Corporation will not be responsible for lost, late or misdirected entries due to delivery service issues (such as Canada Post, computer or internet problems).
- Participants are responsible for ensuring the originality of their submissions.

Contact Information:

For any questions or clarification needed regarding the contest rules or guidelines, please email Mitchell Argue at manager@nptbdc.org.

We look forward to receiving your creative designs!

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