



OALA 50th Anniversary Logo Competition

In April 2018 the OALA will celebrate its 50th year starting with our AGM on April 6th. To commemorate this achievement, the Legacy Task Force announces a Logo Competition to select a celebratory graphic logo to be used in conjunction with the 2018 Conference including all OALA correspondence for the year. The 2018 Logo will be used in OALA email signatures, on Conference materials sent to members, and other items at the Conference.

Eligibility:

- All categories of OALA membership

Rules:

- The logo should incorporate celebrating 50 years and have consideration for OALA's branding
- The logo must be able to work in black & white AND colour. The final version of the logo will need to be suitable for high quality printing (vector graphics are preferred)
- The standard OALA Logo may not be used in your design
- The celebratory logo shall have regard for the OALA Style Guide
- The logo should speak for itself and not require corresponding descriptions
- Do not incorporate statements, quotes or long-form text in your logo. Appropriate examples of text that may be used include: "OALA 50th Anniversary"; "1968-2018"; "OALA 50"
- All submitted work should be original to the entrant

We are looking for a theme/logo design that:

- Captures the history of the Association
- Reflects our core values (refer to the Strategic Plan available on the OALA website)
- Conveys the excitement of this achievement and looks to the future of the OALA

Prize:

- Free registration (including OALA conference, gala and tour tickets) to the 2018 Conference in Toronto from April 5-8
- Recognition on OALA website

Submission:

- Logo must be submitted by: **August 4th, 2017** to coordinator@oala.ca
- Submission must include entrant's full name, email address and phone number

Intellectual Property:

Only original entries will be considered and must not infringe the intellectual property rights of others (such as copyright or trademark). The winning entry will become the sole property of the OALA, with your submission marking consent of use and transfer of ownership.

Evaluation:

The OALA Legacy Task Force will receive all submissions and post on the OALA website for voting by the membership. Voting period will be announced to the membership after submission deadline. One winning submission will be announced in September, 2017.

We look forward to viewing your entries. Good luck to all participants!