



## OALA 50<sup>th</sup> Anniversary Logo Competition

In 2018 the OALA will celebrate its 50th year. To commemorate this achievement, the Legacy Task Force announces the OALA Logo Competition to select a celebratory graphic logo to also be used in conjunction with the AGM & Conference in April of 2018. The 50th Anniversary Logo will be used in OALA email signatures throughout the year, on Conference materials sent to members, and other items at the Conference.

### Eligibility:

- Individual entrants must be an OALA member (in any membership category)

### 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 (refer to the [Style Guide available on the OALA website](#))
- 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 50<sup>th</sup> 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 for an individual (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 11<sup>th</sup>, 2017 to [coordinator@oala.ca](mailto: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. The membership will be invited to vote. 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!