

Central Division Bike Patrol Logo Design Contest

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The Central Division Bike Patrols are looking to boost awareness of the growing presence of bike patrol units and create a new brand! To do that, we need a logo. We had an amazing response last time and with all of you creative patrollers around the Central Division, we are confident that a new logo design will come from within our ranks. What image should identify the Central Division Bike Patrol? Help us create our new logo.

Central Division Bike Patrol Logo Design Challenge

Create a new National Ski Patrol **Central Division Bike Patrol Logo** to be used on all official websites, communication and Logo Wearables in our new Central Division Online Store.

Entry Requirements

1. The longest length of the logo should not exceed 3"
2. The minimum text size allowed in the design is $\frac{3}{8}$ "
3. Design can have up to 4 solid colors with no gradations or greyscale
4. Format for submission: pdf file
5. Each Patroller can submit up to 3 logo designs for consideration
6. The design must be suitable for screen printing, embroidery and offset printing in both color and black & white.
7. DEADLINE: Submit all designs to Anne Blaedow at ad2@nspcd.org by **Sunday, July 25th.**

Design Considerations:

- Less is often more!
- Simple, strong brand recognition is the goal.

Judging:

Logo designs will be reviewed and selected by the Division Director, Division Board, and the 4 Assistant Division Directors (13 voters).

Once all entries are collected by **Sunday, July 25th.**, an email will go out to each voting member. They will vote for their top 5 choices.

Each member of the committee will rank their top 5 choices.

- 1st choice = 5 points
- 2nd choice = 4 points
- 3rd choice = 3 points
- 4th choice = 2 points
- 5th choice = 1 point.

The top 5 point earners will be advanced to the Final Selection Vote. The winning design will be announced this August along and logo wear will then be available in our Central Division Gear Store.

Top Designer Prize:

The winning designer will receive a \$100.00 shopping spree on the new Central Division Gear Store.