



## DESIGN THE NEW NAME & LOGO FOR FMPSD'S SPORTS PROGRAM

Fort McMurray Public School District is creating our own local brand of Sport Program (formerly Edge). We are looking for a new design, a new look, a new fresh perspective, and new feel! We need your help to brand our new look!

You are encouraged to draw out a design or create a computer rendering sketch of a logo to promote athletics, academics, attitude (with a passion), a local identify for Fort McMurray, and Fort McMurray Public School District.



Deadline is Friday, March 13, 2015 at 12:00 pm. Entries can be submitted electronically to the Superintendent's Office (email: [teena.francis@fmpsd.ab.ca](mailto:teena.francis@fmpsd.ab.ca)) or by mail to FMPSD District Office, 231 Hardin Street, T9H 2G2. Entries should be marked with the words "Sports Program Logo." Call 780.799.7903 for more information.

The winning design will win a hoodie with the logo designed and two tickets to the District's Legacy Dinner on April 17, 2015 at the Sawridge Inn & Conference Centre.

### NAME & LOGO CONTEST RULES

#### ELIGIBILITY

This contest is organized by FMPSD and is open to all students, staff and members of the community.

#### CREATION CRITERIA

Entries must include a description of a maximum of 100 words explaining how the logo design illustrates athletics, academics and attitude to excel in hockey, dance and/or soccer. Name and logo criteria are: captures the program, is simple, distinctive, original, regional, and creative. The name and logo should be designed in two colours as well as in a black and white image. The design will be in a format so that it can adjusted to small or large, be printed on clothing/uniforms and used digitally. High school students may be able to earn credits for COM2155 - Design-Brand Identity as a CTS Course <http://orchard.spachs.ca/spachs2012/comtech/pdf/com2155.pdf>



## INTELLECTUAL PROPERTY

All entries must be original and not infringe the intellectual property rights of others (such as copyright or trademark). There can be more than one entry by an individual or group. The winning design will be then operationalized by a professional graphic artist(s) to promote and publicize our District's "new" and local brand of a sports program. Therefore the name and logo may be altered by FMPSD for publicity purposes. The final selection will be done by a District Committee for sport programming.



## PUBLICITY

The name of the winning design will be made public on the District's website at [fmpsdschools.ab.ca](http://fmpsdschools.ab.ca), Facebook, and Twitter. By participating in the contest, you agree to the publication of your name and design submission.



FOR MORE INFORMATION CALL 780.799.7903