

Pontiac Chamber of Commerce Logo Design Contest

The Chamber is reposting for a logo design and would prefer to have a local designer before looking outside the area.

Please pass this notice on to any individual you feel would be interested in submitting a logo design to the Chamber.

This is an open and competitive process.

Creative Brief

Task Outline

Create a logo design for the Pontiac Chamber of Commerce

Task Description

We need a bilingual logo for a business organization that serves the business community located in the large rural area of Pontiac, Québec.

Pontiac is bordered by the Ottawa River that features prominently as a major tourist attraction: whitewater rafting, fishing, boating, etc.

Our region has businesses involved in:

- agriculture
- tourism
- forestry
- retail
- commercial

Logo design should relate to the following concepts:

- a rural Chamber of Commerce
- working together to promote rural business networks
- synergy and community partnerships to achieve a common goal

The logo text “Pontiac Chamber of Commerce” and “Chambre de commerce du Pontiac” needs to be very readable and in good proportion to overall design size. Primary focus should be on the word “Pontiac”.

Upon completion of the logo design, the Pontiac Chamber of Commerce will assume full rights to the usage of the logo. All graphics will become the sole property of the Pontiac Chamber of Commerce.

Target Market(s)

Local business community and government organizations

Requirements

- a list of all fonts used in the creation of the logo design, which should not have any licensing restrictions on commercial use
- a list of all colors used in the logo design including the equivalent: web hex color, RGB color, CMYK color and PMS Pantone Swatch
- any image files or accompanying graphics recommended to be used in conjunction with the logo

Final logo files must be delivered in Illustrator EPS format with the following variations:

- logo design must be scalable for use on posters and large banners
- standard logo for use on white/light backgrounds (all backgrounds should be set to transparent);
- standard logo for use on dark backgrounds
- grayscale version.

Design Details

Logo Text

Pontiac Chamber of Commerce
Chambre de commerce du Pontiac

Must have

Working together theme
Simple, unified

Should not have

people, buildings, flags, Indian head symbol