

# 40th ANNIVERSARY LOGO DESIGN CONTEST

**Deadline | January 31, 2021**

## BACKGROUND

On April 1, 2021, we will be celebrating our 40th anniversary of integrating newcomers to Calgary and Canada. To commemorate this occasion, we will be launching a series of events and promotions, including a special 40th anniversary logo, which will be incorporated into our organizational initiatives until March 31, 2022.

## WHO WE ARE

CCIS (Calgary Catholic Immigration Society) is a non-profit organization which provides settlement and integration services to all immigrants and refugees in Southern Alberta.

Since our inception in 1981, we have been a community leader with solid experience in the design and delivery of comprehensive services for our newest neighbours. We deliver these services through a dynamic multi-cultural, multi-denominational and multi-disciplinary team of professionals, who collectively speak over 60 languages.

## VISION

A society where immigrants and refugees can reach their potential.

## MISSION

In partnership, we empower immigrants and refugees to successfully resettle and integrate.

## VALUES

CCIS believes:

- In an environment which enhances self-esteem and respect for all.
- That each individual is unique and of value.
- That we all have a responsibility to build a healthy community.
- In a holistic approach in working with individuals and community.
- In constant attention, sensitivity and flexibility throughout the ongoing process of relationship building.
- In ethical practices.
- In volunteerism.
- In innovation and creativity.



## OUR BRAND

The brand message that CCIS strives to convey is that newcomers, regardless of their background, past or current situation, can become successful, contributing members of Canadian society. We do this by celebrating success stories of our clients and partners.

The tone and voice to be conveyed are as followed:

welcoming  
supportive  
encouraging

kind  
patient

educational  
non-judgemental

## OUR LOGO

CCIS' logo is a representation of who we are to new and existing clients, funders, partners and other community organizations. Our logo contains stylized people represented by different colours to symbolize diversity. The 'arms' are open and welcoming. For our logo, we only use the acronym of our name.

It is optional to include our tagline, 'Our Community. Our Future.' underneath the logo. Our official font is 'Myriad Pro' or 'Myriad Pro Condensed'.

## COLOURS

Our branding colours were specifically chosen to easily complement one another. You may use a number of different combinations in your materials.

We will need the logo in colour, black and white to allow for more flexibility in use.

Here are the colour codes for our palette:

COLOUR	R	G	B	PANTONE
TEAL	0	103	127	315
RED	194	10	20	187
ORANGE	254	144	29	1375
PURPLE	104	90	126	667
GREEN	86	85	57	445
GRAY	107	108	111	-



## STYLING

Our logo will be used on all internal and external advertisements, posters, directories, email signature, handbooks, PowerPoint presentations, website, etc. Therefore, we are looking for a modern and minimalist logo that conveys who we are, without being too strong or overbearing that it takes attention away from the material being presented.

## TIMELINE

- Submission deadline: January 31
- Community poll to determine winner: February 10 – February 26
- Winner announced: March 1
- Work with designer to make adjustments to design (if necessary).
- Official roll-out of anniversary logo: April 1
- Online promotions for logo and winning designer: April 1

## PRIZE

- Winning designer will be featured on all our online channels and in our annual report.
- Winning designer will receive a cash award of \$400

## END NOTES

- We reserve the right to make any modifications to your logo that we deem to fit with our brand more appropriately.
- Logos can be submitted in the following formats: eps (preferred), png and jpeg,
- Logos need to be submitted in 3 versions: colour, black and white.
- Logo submissions: [pgallagher@ccisab.ca](mailto:pgallagher@ccisab.ca)

