



SBC LOGO – DESIGN COMPETITION

The **SPRINGWOOD BUSHWALKING CLUB** would like to adopt a new logo prior to its 50th Anniversary Celebrations in 2017.

The current logo (reproduced in the letterhead above) was designed by John Spinney (a former SBC member and President) around 1968. It is a black and white design. A somewhat different colour version has been used more recently on commemorative polo-shirts and woven cloth badges.



The new logo will be used in a variety of ways, including:

- the website
- club stationery (mainly electronic)
- digital signatures for office bearers
- promotional leaflets
- award certificates
- the club newsletter
- the club history publication
- commemorative clothing
- woven cloth badges
- possibly other bushwalking consumer items such as water bottles or whistles

DESIGN BRIEF

The logo should reflect the identity and core values of the Club, which can be summarised as:

The largest bushwalking club in the Blue Mountains – a friendly, active and well-managed club that maintains a strong focus on exciting, ethical and safe bushwalking – committed to maintaining and protecting the environments we use, and respecting their intrinsic values – encouraging volunteering in relevant activities.

The logo should also be:

- simple
- memorable
- modern yet timeless

It should appeal to the existing demographic of the club membership, but more importantly it should resonate with potential (younger) new members.

It will be used primarily in colour, but a black and white version should also be available.

It will normally used at a relatively small scale, but it should be suitable for use at a larger scale, such as for posters or banners.

It should be suitable for use on white, black and coloured backgrounds, and on horizontal and vertical format banners.

COMPETITION RULES

The competition is open to current and former members of the Springwood Bushwalking Club, and to interested members of the community.

Judging Process – design concepts will be considered by a sub-group chaired by the Tony Foster (SBC committee member), and including 3 members of the Club, and (if available) John Spinney.

The recommended design will be considered for approval by the Club Committee then presented to the membership at a club meeting.

The SBC reserves the right to not proceed with any of the selected designs; to develop or modify the submitted designs; to modify the competition timeframe; and if required, to develop final artwork suitable for reproduction.

All rights for the use of the logo will rest with the SBC.

TIMEFRAME

February 2016 – Competition opens

20th May 2016 – Competition closes

30th May 2016 – recommended concept presented to SBC Committee

6th June 2016 – recommended concept presented to the membership at the Club General Meeting.

PRIZE

The designer of the selected logo will receive their choice of a year's subscription to the club or copy of the Club's 50th Anniversary publication, which is scheduled to be available in April 2017. This book will feature the new logo.

SUBMISSIONS

Design concepts may be submitted electronically to info@springwoodbushwalker.org.au or by mail to:

Logo Competition, Springwood Bushwalking Club, PO Box 126, Springwood NSW 2777

by 5.00pm on 20th May 2016. There are no restrictions on the format of submissions, with the exception that hard-copy material should not exceed A4 in size.