



AOS & SCO-SOC 2021 Virtual Meeting

Logo Competition Guidelines & Rules

Contest Description

The **American Ornithological Society** (AOS) and the **Society of Canadian Ornithologists–Société de Ornithologistes du Canada** (SCO-SOC) will host a joint meeting of our Societies in August of 2021. The American Ornithological Society is seeking a logo that captures the spirit and intention behind this meeting. That's where you come in!

We are holding a competition for a new logo to be used in event promotion including, but not limited to, our website, meeting platform website, social media sites, meeting merchandise, and promotional materials. A prize of \$500.00 will be awarded for the winning entry.

We're seeking a creative, professional, stylized logo that conveys our meeting theme and reflects our mission to advance the science and conservation of birds.

2021 Meeting Theme

Birds of Many Feathers Flock Together

Meeting Short Title

AOS & SCO-SOC 2021 Virtual Meeting

Meeting Date

9–14 August 2021

Meeting Info

<https://americanornithology.org/meetings/annual-meeting/>
#2021AOS_SCO

Eligibility

The contest is open to submissions from anyone. Contestants can work in groups or individually; only one (1) prize will be awarded, regardless of group size.

Submission Guidelines

The contest is open from 12:01 a.m. (EST), 9 January 2021 and closes at 11:59 p.m. (EST), 5 February 2021. Late entries will not be considered.

The winner will be notified via email on 10 February 2021.

One or more entry per person or group will be accepted. Each entry must be submitted in a separate email.

Entries must be submitted electronically to info@americanornithology.org, and must include the full name(s) of the logo creator, email address, postal address, and a contact phone number.

There is no fee to enter this contest.

Logo Design Specifications

The logo should be adaptable to different iterations in size and application and reflect the theme, "Birds of Many Feathers Flock Together" or with the shortened theme "Birds of Many Feathers." The meeting date can also be included in the design, as well as design or color elements from the logos of the two Societies hosting the meeting.

This logo will be used across multiple web platforms and must be flexible enough to use in multiple iterations of sizes and color formats. The winning logo will be easy to manipulate, resize, and transfer for all purposes of reproduction. We prefer a horizontal layout, with dimensions conducive to use in website banners and printing on t-shirts. If the submission is in a vertical layout, it must be easy to reformat to horizontal for specific logo applications.

The logo's color profile must be CMYK (with a maximum of six colors) that can also be converted to black and white. Logos with color gradients and half-tones are not advised.

- AOS brand colors, which can be used if desired, are as follows:
 - AOS Logo Green – CMYK (46; 0; 88; 0)
 - AOS Dark Green – CMYK (64; 23; 100; 6)
 - AOS Blue – CMYK (74; 59; 16; 1)
 - AOS Brown – CMYK (21; 40; 64; 1)

Competition entries must be submitted as a JPEG file. Other file types will not be considered during judging. AOS will later request that the contest winner provide a scalable vector graphic format (EPS) version of their winning logo, with the file and assets packaged for delivery. Files must retain transparency.

Type must be converted to outlines. All type should be large enough to be legible in smaller formats, such as for mugs or other merchandise.

Intellectual Property

By submitting a competition entry, competition entrants affirm that their entry is their own original work, is not derivative in nature (including to the entrant's own prior work), and does not violate the intellectual property rights of any other individual or entity.

The winning submission becomes the property of AOS and may be used for any AOS purpose, including, but not limited to, our website, meeting platform website, social media sites, meeting merchandise, and promotional materials.

AOS shall have the right to modify or edit the winning submission for any use deemed appropriate by AOS. AOS reserves the right to choose not to use the winning entry.

If the winner of this competition is determined to have violated any contest rules, they will be required to forfeit or return the prize.

Determination of Winner and Issuing of Prize

A panel of judges from the AOS & SOC-SCO 2021 Virtual Meeting Committee and members of AOS staff will select the finalists on 8 February 2021, and vote on a winner. The winner will be notified by 10 February 2021.

Factors influencing the judges' decision will be based on (1) visual appeal; (2) relevance to the meeting's theme; and (3) ease of reproduction for various purposes, as outlined above.

A prize of \$500.00 will be awarded for the winning entry. Only one (1) prize will be awarded, regardless of group size.

The winner will be notified by email by 10 February 2021, and will be announced on the meeting website and social media channels; and the AOS website, and Twitter, Facebook, and Instagram pages.

Disclaimer

AOS is not responsible for late, lost, misdirected, incomplete, illegible, or otherwise unusable competition entries, including entries that are lost or unusable due to computer, internet, or electronic problems.

AOS reserves the right to cancel or modify this competition and award the prize by alternate means if fraud, intellectual property violations, or technical failure of the Contest is determined at any time by AOS, including after the competition entry submission window has closed.

AOS is not liable, for the purposes of winner notification and prize delivery, in the event that the contest winner has provided incorrect, outdated, or otherwise invalid contact information.

Terms and Conditions

By entering this contest, entrants agree to be bound by these contest rules. Rule violations or failure to follow specification or submission guidelines may eliminate a participant's eligibility. AOS retains the right to disqualify any entry or contest entrant at any time at its sole discretion.