

T-WEST LOGO DESIGN CONTEST

Dear Toronto West Family and Friends:

To better reflect our church's revised mission and vision statement, your Communications department believes it's time to create branding that not only depicts our history but how we want to be known, moving forward, within our wider community. To this end we are holding a **T-West Logo Design Contest**.

Live, grow, love, tell - these **action** words embody both our gospel mission and commission to be like Jesus.

What we are seeking is a logo that is just as dynamic as our message and our church - a symbol or a design that gives our church a unique identifier that can be used on all marketing campaigns like flyers, videos, photos, email, letterheads and any official documents sent out by our church.

Open to all members, visitors or community affiliates, we invite you to create and submit your vision of what a T-West logo should be. (Prizes will be announced).

Contest Guidelines

- 1. Include different elements that compose a logo:
 - a. Typography – in “Advent Sans” which can be accessed on www.identity.adventist.org”
 - b. Imagery –a picture tells a thousand words
 - c. Color – colors express moods
 - d. Texture
- 2. Must include Seventh-day Adventist universal logo
- 3. Must include “Toronto West” in words
 - <https://identity.adventist.org/downloads/logo/>
 - The first option must include the name “Toronto West SDA Church”
 - The second and third options can be versions of the original, example: “T West” or “TW” but still having the Adventist logo included.
- 4. Can include our pillars: Live, Grow, Love, Tell (preferred)
- 5. Be a modern design that's also timeless
- 6. Have color ID clearly showcased (ex, red #ff0000)
- 7. Include different variations of text (Advent Sans, Bold, Italicized)
- 8. Include different variations of sizes and/or colors to show the clarity of your design on different print and online media.

In addition to the above, all submissions must include a brief paragraph describing why your logo design should be the one selected.

Send submissions on or before **November 30, 2018 to communications@torontowestsda.org**.