COPTIC DIOCESE OF MISSISSAUGA & VANCOUVER; LOGO COMPETITION RULES & REGULATIONS

1. The logo must represent the following:
   - Christian
   - Coptic
   - Canadian
2. Participants are welcome to provide up to 3 options for the logo.
3. Recommended Programs:
   - Adobe Photoshop
   - Adobe Illustrator
   - Adobe Fireworks
   - Pixelmator (Mac Only)
   - Sketch (Mac Only)
   - Inkscape
   - Gimp
   - Autodesk ScketchBook Designer
4. File submission format:
   - ESP
   - Ai
   - PDF
   - PSD
5. Hand drawn images should be scanned at 300dpi
   - *** (Keep in mind the simplicity of the details, as the mark will eventually be converted to vector format).
6. Image must be 300dpi.
7. Canvas dimension should be one of the following:
   - 1920 x 1080
   - 1024 x 1024
   - 900 x 1200
   - 600 x 1800
   - ***(NOTE: Keep **canvas** dimensions reasonable to a square or rectangle; with large dimensions, as shown above).
8. Transparent or white background as a separate layer.
9. Maintain RGB & 32-bit Color Mode.
10. The Pixel Aspect Ratio must be set to "Square Pixel."
11. Typography matters. Choose font wisely and keep it professional. The font should be constant throughout the graphic. E.g.:
    - Do NOT use "Comic Sans."
    - Use fonts such as the variations of "Myriad Pro" & "Roboto"
    - Ensure that the font is easily legible.
    - Font inspirations can be found at http://www.google.com/fonts

12. The graphic should be vectored not painted.
    - Do NOT use paintbrush, or pencil tool for final image layers.
    - Use Pen Tool, Shapes, Paint bucket, Gradients, etc.
13. Reasonable use of color schemes. Do NOT get carried away with effects.
14. You may choose to follow the following rules for best end result:
    - Dare to be Different.
        - Try experimenting and taking risks
    - Keep it Simple.
        - The best design is the design that says it all in the least as possible.
    - Follow this process:
        - Research
        - Brainstorm and generate ideas
        - Preliminary sketches
        - Develop vector designs
        - Finalize the design
15. Use other designs for inspiration only!
    - Plagiarism will not be tolerated.
    - On the next page there are logos of other Dioceses…
16. For further inspiration:

"Logos generally consists of two main elements, the name and the mark; however, they can also consist of just the name or just the mark.

For the name typography becomes the key component in ensuring the logo communicates its message clearly. The typography must be distinctive, memorable, versatile and appropriate for the target audience; above all, it must stand the test of time.
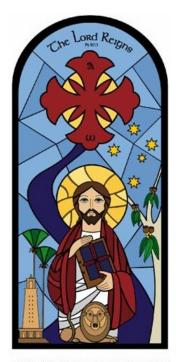
While a mark will create a visual association more quickly than typography, it is the words representation that is spoken and referred to in conversation.

Logos created by hand bring another level of individuality to an organization's persona. The designer creates for the organization a logo that is truly its own. No one else in the world will have the same logo because it cannot be typed on a computer. Or found on something else that is not related to the organization.

The simpler the logo the more memorable it is. The Logo should be versatile in color (can be used on a white or dark background) in order to be effective. It must work will when rendered on a small business card, large billboard and every size in between."
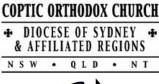
References:
Denis Bosler (2012) *Mastering Type.* Published by: HOW Books

The Lord Reigns Ps 97:1

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