

Tay Township Community Logo Design Contest

Official Contest Rules

1. Purpose

Tay Township is inviting the community to participate in the redevelopment of the Township's official logo. The goal is to create a modern, versatile, and accessible visual identity that reflects the pride, diversity, and future direction of Tay Township.

The selected logo will serve as the Township's primary corporate visual identifier across digital platforms, communications materials, and promotional uses.

2. Eligibility

The contest is open to individuals who have a meaningful connection to Tay Township.

Participants will be required to briefly describe their connection to Tay Township as part of their submission.

Submissions may be made by individuals or collaborative teams. If submitted by a team, one primary contact must be identified.

Employees directly involved in administering or evaluating submissions are not eligible to participate.

3. Design Guidelines

The Township is seeking a logo that is:

- Simple and easily recognizable
- Scalable for both small and large applications
- Reproducible in colour and black and white
- Suitable for embroidery, signage, print, and digital formats
- Accessible, including appropriate colour contrast
- Reflective of Tay Township's identity, community pride, and future direction

Designs should avoid:

- Excessive detail
- Clipart or stock imagery
- Copyrighted materials
- Highly complex gradients or effects that do not reproduce well

Submissions must be original work created by the participant.

4. Submission Requirements

Each submission must include:

1. A logo design (high-resolution digital file preferred; vector format strongly encouraged)
2. A brief written description (maximum 250 words) explaining:
 - The symbolism of the design
 - How it represents Tay Township as a whole
 - The participant's connection to Tay Township
3. A completed and signed Release and Copyright Transfer Form

Submissions that do not include a signed release form will be deemed ineligible.

5. Submission Deadline

All submissions must be received by:

April 24, 2026, at 4:00 p.m.

Late submissions will not be accepted.

Submissions are to be completed via electronic form. The form will be accessible on the Township website. If the application is needed in an accessible format, please reach out to:

Elizabeth Smith

Manager of Communications and Technology Services

705-534-7248 ext. 264

esmith@tay.ca

6. Review and Selection Process

To ensure a fair process, each eligible design will be assigned a number and reviewed without names attached.

Submissions will be reviewed by the Township's Senior Leadership Team using established evaluation criteria, including:

- Representation of Tay Township's identity
- Simplicity and recognizability
- Versatility and ability to work across different formats
- Accessibility and legibility
- Creativity and originality

Up to five (5) shortlisted designs will be presented to Council.

Council will make the final decision.

The Township reserves the right not to select a winning design if submissions do not meet the established standards.

7. Prize

The selected participant will receive:

- A monetary prize of \$250
- Formal recognition at a council meeting
- A certificate/plaque of recognition

Only one prize will be awarded.

8. Ownership and Rights

By submitting an entry, participants agree that:

- If selected as the winning design, full copyright and ownership rights of the logo will transfer to Tay Township.
- The Township reserves the right to modify, refine, or adapt the selected logo.
- The Township may use the logo in any format or medium deemed appropriate.
- No additional compensation beyond the stated prize will be provided.

All non-winning submissions remain the property of the participant.

9. General Conditions

- Council's decision is final.
- The Township reserves the right to cancel or modify the contest at any time.
- Participation constitutes acceptance of these rules.
- Personal information collected will be used solely for the purposes of administering the contest and in accordance with applicable privacy legislation.