

OSWP
LOGO CONTEST
2023

The OSWP will be having a big birthday in February, 2024 - our beloved orchid society will be 70!

In honor of this milestone, we propose a freshening up of our logo. We are hoping for something lively and colorful that would express OSWP's desire to be current as well as our strong commitment to community outreach and orchid education.

The logo will help promote brand recognition. And it will appear in the newsletter, website, letterhead and such spring show materials as posters, sponsor & ad requests, promotional materials, vendor outreach, and OSWP branded apparel.

So we invite you to be part of this experiment and to take the time to show off your creative side.

Rules & Requirements:

1. Must include "Orchid Society of Western PA or Pennsylvania".
2. Optional: could include "OSWP".
3. Must include "Since 1954".
4. Must be in color. (Note: Must be able to easy to view the submission in black and white, for stationery letterhead).
5. Must include a striking graphic
 - a. An original orchid drawing, or
 - b. An orchid photo. (Note: if using a photo that you have not taken, be sure to list the original source and to provide evidence of permission secured to reprint if it the photo protected by copyright.)¹
 - c. Either choice needs to be easily recognized as an orchid.
6. Optional: Add a feature to tie in to Pittsburgh or Western PA.
7. Must be in digital format.
8. Submit to Jim Yamber, quail1@verizon.net and a copy to Jan Greenberg janetg150@verizon.net by **10/31/23**.

¹To see some photo options, google "free orchid photos".

Who can submit:

1. Submissions must be made by an OSWP member or by a member who sponsors a submission on someone else's behalf.
2. Members who act as "outsider" sponsors can also submit their own logo for consideration.

Recognition:

1. The contest winner will receive:
 - a. A \$100 gift certificate to the orchid vendor of their choice.
 - b. Free admission to the holiday party.
 - c. 1st choice on the orchid party favor.
2. Other participants will be recognized at the event and thanked in the newsletter.

Selection process:

1. The winning logo will be decided by majority vote by the of Board of Directors and BOD mentors. The Board also reserves the right not to choose a winning entry.
2. Submissions should will be decided 11/05/23 and will be announced at OSWP's Holiday Party on 12/10/23; however, the logo designer's attendance is not a requirement.