Society for Ecological Restoration 2024 North American Conference Logo Competition

"Cross-Biome Connections: Ecological Restoration on a Diverse Continent"

Calling all graphic designers, design hobbyists, and Ecological Restoration enthusiasts:

YOU can design the conference logo for the North American Conference (NAC) in Vancouver, BC in late 2024! The winning conference logo will be used on all print and web publications and media templates. Designs will be voted on by the SER NAC Organizing Committee. The winning designer will receive a 75% discount on 2024 conference registration and promotion of the winner's work/art on the conference webpage! Submit your design by September 1st, 2023 to naconference@ser.org

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Design Criteria:

1. File/folder must be labeled "SER_NAC_LOGO_Last name of designer"
2. File/folder must be submitted as a link to file or folder on Google.
3. Logo must be designed for use on all types of media (print or web) with original high-resolution file format made available. Ensure transparent background. File types can be .png, .jpg, .psd, etc.
4. (Optional) Colours to reflect SER Brand Book
5. Submit TWO versions of the logo, 1) colour and 2) greyscale.
6. Logo must include the following:

- SER 2024 North American Conference
- **"Cross-Biome Connections: Ecological Restoration on a Diverse Continent"**
- Vancouver, British Columbia
- October 28 – November 1, 2024

7. (Optional) Indicate how your submitted logo(s) can be displayed in conjunction with SER Logo. Ideas available here: http://ser2023.org/
8. Consider the following themes and hashtags for inspiration:

- #Vancouver #NAconference #biome #restoration #collaboration #ecology #biodiversity #diversity #connection #science #practicalecology #education #learning #community #expertise #generationrestoration #ser #conference2023

#continentalcollaboration #transdisciplinaryconferencecollab #westnarestorationsummit

9. Other competition requirements:

- A brief artist statement and/or inspiration blurb as part of the submission process for artist promotion

Creativity is highly encouraged, and you are welcome to submit up to <u>two</u> designs.

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The following key criteria will be used in scoring submissions received by due date:

1. Adherence to design criteria (25%)
2. Creativity in expressing and celebrating the conference theme (40%)
3. Clarity and legibility of logo graphics and text (35%)

Questions, contact naconference@ser.org. We look forward to receiving your designs!