

WE NEED YOUR HELP!

A chance to win a \$750.00 cash prize for the winning design!

VIP Powerline is looking to create an Indigenous influenced 25-year Celebratory Commemorative Logo and are looking for submissions from your local artists.

We are sending this flyer to each First Nation community on Vancouver Island and invite you to share with all your members - Experienced to Novice - Youth to Elders! For more information on our company, visit www.vancouverislandpowerline.com

Logo: The goal will be to have a logo that showcases our 25 years of business on Vancouver Island and highlights our commitment to working with Indigenous Peoples. Our branding is focused on the following key items but we are looking for innovation and originality.

Tone and Voice:

Take inspiration from the adjectives we use to describe our company and team - Modest, Knowledgeable, Conscientious, Thorough, Honest, Helpful, Innovative, Truthful, Approachable, Competent, Collaborative, Respectful.

Tagline:

Not necessary to use but if incorporated is - *Setting the Current Standard* -

Imagery:


Nature -Mountains, water, trees and winter
Powerlines - shown in extreme weather and nature
Industry - active crews in the field
Patterns - the Topography as in this letterhead


Details: Email your communities submissions to debbie@vancouverislandpowerline.com

Submission Deadline: Must be received by March 31, 2018

Decision / Notification: Award will be made by April 15, 2018 and all submissions will be contacted.

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