

March 12, 2010

TO: All USOF Members, Orienteers, and Friends of Orienteering
FROM: Glen Schorr, USOF Executive Director
RE: Call for Entries / USOF Logo Competition

To all Orienteers,

Thanks to all of you for your comments to date on our new logo process. Your input has been valuable and your passion unmatched. We have made a lot of good progress to date.

But we have more work to do.

This is to serve as a call for entries to design a new logo for our organization. It doesn't have to be pretty or perfect, but it does have to reflect our sport. Here are the rules:

About the logo

1. The logo must reflect the sport of orienteering to orienteers and potential orienteers alike.
2. The logo must contain the words "Orienteering USA". Acronyms or other variations are not allowed.
3. For budget purposes, the logo must not be more than three colors + white.
4. All logos must be submitted electronically. If you want to put a sketch on a cocktail napkin, scan and send a PDF; this is fine.
5. Only artwork will be submitted. If you send a "written suggestion" about what it should look like but do not include artwork, your submission will be rejected.
6. You can enter more than one logo.
7. You must clearly list the name(s) associated with the development of each logo. You can request your submission to be anonymous.

How to Enter

- Send your PDF's to Glen Schorr at glen_schorr@usorienteer.org
- Write the words: "USOF Logo Contest" in the subject line

Contest Dates

- The contest opens on Saturday, March 13th. All logos that have been submitted or posted before this date on Attackpoint, Clubnet and Boardnet must be resubmitted as an official submission and will not be considered otherwise.
- **All entries are due no later than 5:00 pm Eastern time, Monday, April 5th.** Late entries will not be accepted.

Determination of the Final Logo

- All designs from this round of competition will be reviewed by a committee chosen and chaired by the Executive Director. Members of the committee will include members from one or more of each of the following constituencies: Team USA, club leadership, club membership, marketing specialists, and graphic design experts. Acknowledging that growth of the sport is critical for long term success, both orienteers and non-orienteers alike will be represented.
- The primary criteria for selection will be: representation of the sport to orienteers, representation to the sport to non-orienteers, and ability to reproduce in a variety of formats. All measures will receive equal consideration.
- The committee will then select a final slate of logos (potentially modified to show consistent quality) for consideration of the orienteering and non-orienteering communities. At this time we plan to use a web survey will to tally the votes. During this process, individuals will cast a vote for their “favorite” logo and also provides the opportunity to provide additional feedback in a “comments” section. This additional feedback will be taken into consideration by the committee and the Board of Directors.
- At the same time, the Executive Director will poll approximately 100 additional individuals from the non-orienteering community (but deemed to be potential orienteers) for their votes on the same list.
- Once these votes are complete, the Executive Director will call a vote of the full Board of Directors. With the support of the committee the Executive Director will make a final recommendation and provide appropriate background support. The vote of the Board of Directors will be final and will then be published to the membership via www.us.orienteering.org.

Other items of note:

- The individual(s) who submits the logo from the open competition that receives the most votes in the public poll will receive appropriate recognition and appreciation from the USOF Board of Directors.
- All logos submitted to the Executive Director will become the immediate property of USOF. The artist(s) cedes all rights to their logo at that time.
- USOF reserves the right to modify any logos submitted.
- Should you have any questions, please contact Glen Schorr at 410.802.1125 or via email at glen_schorr@usorienteer.org.

Thank you for your interest and your entries. Good luck!