

Calling all enrolled Oneida artists 18 years and older

The Oneida Nation is looking to create a visual representation of who we are. This can be considered a “Logo” contest. We are currently looking for Oneida artists who can design a creative, innovative, professional design that is easily recognizable and promotes the Oneida Nation in a positive manner.

Our goal is to have a design that promotes “A good mind, a good heart and a strong fire”.

- ❖ Brand Position: We are people of peace who respect and honor the Creator and all creation, especially our brothers, sisters and neighbors.
- ❖ Brand Essence: Nurture the fire within the self. Support the fire in all others.
- ❖ Brand Personality: Introspective, joyful, reflective, wise, with a generous sense of humor and a healthy perspective on life

A strong brand identity for the Oneida Nation should be our face to the world. It should be easily recognizable, evoke trust, integrity and convey a sense of who we are. Because we are such a broad and diverse nation, we cannot expect it to tell our entire story. We want a logo to create a strong positive disposition.

Please read on for more details about our logo design. For more info, contact Bobbi Webster, Communications Dept. (920) 869-4270, or email bwebst@oneidanation.org

How to enter the Contest

The contest will begin immediately and submissions will be accepted until the close of business, at 4:30 p.m. on September 30, 2015. The winner will be announced on our Oneida Nation Facebook, Webpage and in the Kalihwisaks. In order for your entry to be submitted for judging it must be:

1. Submitted directly to bwebst@oneidanation.org
2. Submitted as a high resolution pdf with 300 dpi or higher
3. Submitted in the original source file

Logo Design Requirements

Professional: This logo will represent the Oneida Nation globally and as such we want the design to be attractive, and clear. The design must contain the words “Oneida Nation” and, it must be 100% original artwork, no photography or third party elements will be accepted.

Theme: The design must promote the brand of the Oneida Nation of “A good mind, a good heart and a strong fire” The design must also include a representation or icon of a stone, as per the General Tribal Council directed that as the people of the standing stone, the stone be

represented. Cultural elements are encouraged that reflect our clans, our history, and our core values. Artists may, if they choose include a description not more than 100 words.

Color: There are no color requirements, however the purple hues in traditional Oneida Wampum belts is a color that has been associated with many Tribal representations. However the reproduction of the design must also look good in black and white. Ideally, there will be no more than three colors.

Integrity: Logo designs cannot contain any copyrighted material that does not belong to the Oneida Nation. The design should be easily transformed for large and small reproductions from business cards to billboards.

Helpful Hints: Designs should offer flexibility to other mediums such as digital media to embroidery and screening. Avoid designs that are too complex or intricate. Rely on a strong design rather than words. The *Oneida Nation Brand Identity Assessment* document provides further background and guidance.

Contest Details

Winners will be selected by a panel of judges. Artist will assign all ownership rights to the Oneida Nation, including all intellectual property rights to the logo design for all use. In addition, the Oneida Nation reserves the right to alter, modify or revise the logo design as is necessary to meet the needs of the Nation. The Oneida Nation reserves the right to not select a winner if, in our discretion, no suitable entries are received.

No designs will be returned. If you wish to retrieve your design please submit self-addressed shipping materials for return with your design. After 30 days, all designs submitted become the property of the Oneida Tribe and may be disposed.

Prize

The winner will receive \$300 and will be featured in the Kalihwisaks and other Tribal social media outlets.

In Conclusion:

The logo selected will not replace the official seal of the Oneida Nation on government documents. It will be used, however, as the Oneida face in all other applications including communications, marketing and signage and promotional materials. There will be a transition period for the complete implementation of the logo across Tribal operations. The period of three years is expected to bring all tribal entities in alignment with the new brand and logo.