

# Media Design Brief

## Overview

The Northwest Wilderness Society of the Unitarian Church is ready for a refresh of our logo, t-shirt, and merch designs! We are inviting members, with special consideration for youth aged 24 and under, to submit designs for chances to win the prize packages below and props for your contribution to Kootenay Wilderness Camp!

## Objectives

### T-Shirt Design Objectives

- Single colour design
- Image can also be used as a logo
- Size guideline: 20cm wide x 30 high (maximum), or 9" wide x 12" high (maximum) Dimensions can vary as long as they fit within the dimensions above.
- High resolution image
- Please include the following:
  - Kootenay Wilderness Camp
  - Est. 1966
  - Optional design feature: Unitarian Flaming Chalice

### Sticker Design Objectives

- Multicolour or single colour design
- Size guidelines:
  - Custom shape (die-cut)
  - Circle or rounded oval: 5cm x 5cm or 2" x 2"
  - Oval or rounded rectangle: 2.5cm x 5 cm or 1" x 2", OR 5cm x 7.5cm or 2" x 3"
- Please include the following:
  - Kootenay Wilderness Camp
  - Est. 1966

# Prizes

## T-Shirt Winner

Winner of the t-shirt design will receive a t-shirt and can choose either \$100 in camping credit or a \$50 Visa gift card.

## Sticker Winners

There will be up to five winners of the stickers designs. Each winner will receive a sticker pack of the winning designs and a t-shirt.

# Submissions

Submitted images need to be high resolution, at least 300dpi (~2700px wide) and saved as a jpg.

Submissions need to include:

- Name
- Email address and phone number
- Additional information you wish to share about your design
- Age if entering in the under 24 years of age category
- Parental contact info if under 19

Email submissions to [news.news@gmail.com](mailto:news.news@gmail.com)

Submit designs by February 15

Winners will be notified in March

For youth under 19, we will require parental or guardian permission to publish their names in the final results.

## Current design for reference

