

Request for Submission for Logo Design

The Makigiaqta Inuit Training Corporation is seeking the creation of a logo/visual identity that captures a vision in hosting career awareness camps. The career awareness camps will be hosted with various partners to raise awareness on the career opportunities for young Nunavummiut. At present, plans are underway for science, health and finance career camps.

This logo will be used on various websites, Facebook pages, promotional information and all swag items for youth participants and the organizing partners. We are seeking a timeless logo that will capture:

- Inuit tools and traditional ways moving towards a modern era
- Inspiring young people? Possibility? Opportunities for the future?
- Simplicity
- Youth connection?

TARGET AUDIENCE

The logo should be appealing to youth ages 12 – 15 years.

REQUIREMENTS

A successful submission will include the following elements:

- I. A logo design with: a) a graphic element; and, b) the words “Career Awareness Camps,” in both landscape and portrait orientations.
- II. A brand palette with at least 4 colors. Note: Present all items above in both: a) full color; and, b) black and white.
- III. An alignment with the Makigiaqta Inuit Training Corporation logo
- IV. Royalty-free access to all the source and vector files

COLOUR PALETTE AND FONT STYLE

Applicants can create a palette that is reflective of Nunavut and Canada’s Arctic, and a font style that is appealing to youth.

PRIZE...

\$5,000 will be awarded to the artist that designs the logo selected.

There will be two prizes of \$1,000 for other designs submitted.

SUBMISSION CLOSING DATE:

Logo designs are due to dcurrie@rpan.ca by November 26, 2021.

Contact Information

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