



Lamont & District Agricultural Society

Logo Redesign

The Lamont & District Agricultural Society is looking for a new logo. We are looking to our community to show what they see representing us for the future. This new logo will be on our advertising, our grounds, and apparel. It will be displayed at our events like Bull-a-Rama Supreme and the Summer Sizzler Rodeo.

The deadline for entries is November 24. The winner will be chosen by our membership at our annual meeting at the beginning of December and will receive a \$200 gift card.

Please keep in mind:

The Lamont & District Agricultural Society offers a fun, family spirit to enhance the diversification of our rural and urban communities. We achieve this by strengthening and enhancing a sustainable agricultural community through education and entertainment.

Guidelines:

1. Visibility & Uniqueness

Will it stand out in its surroundings from competition? Is it interesting/creative enough to leave a lasting impression? Avoid similarities with other groups logos, use as inspiration only.

2. Application

How well can the symbol be used in a variety of applications. From a video monitor to heat stamping on a shirt. It must be recognized both scaled down and enlarged.

3. Simplicity

Is the logo's concept easy to identify? Can you take a quick glance at it and still know what it is? Generally the simpler the logo the more recognizable (ie. Nike).

4. Color

It is good practice to design in black and white first, while keeping in mind the color you'd like to use. A good logo will work well in both, as sometimes color can't be used.

5. Representation

Does the symbol accurately represent our society? A good logo can do this without being an exact literal image.

6. Timelessness

Be careful not to follow current trends too closely, they have a limited life expectancy. We are looking for a logo to last a long time.

**The Lamont & District Agricultural Society reserves the right to alter any logos for our applications.

Mail Entries to:
Lamont Ag Society
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Lamont, AB
T0B 2R0

OR

Email Entries to:
lamontagsociety@gmail.com