

Wisconsin Tribal Conservation Advisory Council (WTCAC) Student Logo Project Overview

Request for support:

We're looking for a new logo to freshen up our branding. The new logo will more accurately represent WTCAC's important mission and will function as the main brand element/icon used on our website and across all of our promotional materials and collateral. It will also provide the foundation for future brand guidelines.

Eligibility requirements:

We're looking for Native American students with a passion for graphic design to submit logo concepts for consideration. Artists must be current students at one of Wisconsin's tribal colleges (College of Menominee Nation or Lac Courte Oreilles Ojibwa College) or at a University of Wisconsin 2- or 4-year campus. Undergraduate and graduate students are eligible to participate.

Why participate?

By committing your time, creativity and passion, you can:

- Grow your graphic design and branding portfolio
- Gain meaningful real-world experience and learn from knowledgeable branding and design professionals
- Get valuable pitch/presentation experience in a safe and supportive environment
- Support an organization that provides critical natural resources management services on sovereign Tribal lands and across Wisconsin

How to participate:

Interested artists should submit their contact information and intention to participate by filling out our [registration form](#). A project representative will reach out with further instructions, however, general participation requirements are as follows:

- Each artist will submit 1-3 digital logo concepts informed by the WTCAC communications team's preliminary guidance document (shared upon registration). Designs will be evaluated based on the following criteria:
 - Accurate representation of the Council and its mission
 - Visual appeal and graphic composition
 - Flexibility across various uses, formats and mediums
- During the initial concept phase, each participant will receive one coaching session with a brand strategist and experienced graphic designer from [University of Wisconsin Extension's Natural Resources Institute](#). These sessions will provide helpful feedback and guidance during the design process and will ideally inform the final draft logos that get submitted to the WTCAC/UW logo review team. Design consultations will be scheduled toward the middle of the fall semester (see timeline) to ensure adequate time for work on first drafts. More details to come.

- Artists will have the opportunity to share their logo concepts via a pitch presentation to the combined WTCAC/UW logo review team. These presentations will allow artists to share their design inspiration(s) and to highlight any important logo details they'd like to call out. Pitch presentations will occur approximately two months after design consultations are completed.
- Submissions will be scored by the WTCAC/UW team, and finalists will be notified within two weeks of the pitch presentations.
- If chosen, finalists may be asked to make a few final design modifications to their digital logo art. The artist behind the winning design will be notified and acknowledged shortly after final revisions are submitted.

Key project dates

- September 30 – Deadline to submit intent to participate (fill out form)
- Coaching sessions – Mid-October through November
- Final logo concepts due – Early January 2023
- Presentations – Mid-January 2023
- Finalists chosen – Early February 2023
- Winner announced – Mid-February 2023

Contacts:

For WTCAC background information or brand guidance-related questions:

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For participation-related questions:

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