

Proposal for Old Ottawa East Community Association logo design contest

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Summary

As the Old Ottawa East Community Association (OOECA) embarks on modernization of our website and communications and continues to strengthen partnerships with OOE Community Activities Group (CAG) and other community organizations, leaders, and businesses, it is an ideal time to update OOECA branding starting with our “Old Town Hall” logo.

Rough outline of proposed contest:

- Launch targeted for Spring or Summer 2024 (consider leveraging Main event for launch or to announce winner).
- Contest open to OOE residents and students at local schools (also consider college, university students outside OOE?)
- Prizes allocated to 1st, 2nd, and 3rd place winners (for example, \$300 for winner, \$100 prizes for 2nd and 3rd place).
- Winning logo designer must agree to provide their design originals and sign full rights for logo use to the OOECA.

A proposal for a logo design contest will be put forward at the January OOECA meeting. If approved, we will solicit project team volunteers (i.e., Board members, local artist/graphic designer) to develop a project plan and engage the community and other local organizations who have recently rebranded to help inform our next steps and recommendations to the board.

Background

In 2015, and again in 2018, the OOECA board discussed updating its logo, name, and branding. OOECA and CAG also considered partnering on a joint logo that would “better brand the community and its organizations”.

CAG and many other community associations have updated their logos since then, while OOECA continues to use the Old Town Hall logo (see appendix 1 for OOECA and other community association and organization logos).

While Old Town Hall has historical significance for OOE, this visual representation may no longer capture the essence of the community, and does little to promote awareness of OOECA, our mandate, and our activities.

- OOECA is volunteer and membership driven, yet many residents within and outside OOE consider the community association to be a tax-funded extension of the City of Ottawa.
- There have been major developments in the community over the past 5 years - including renewal and expansion of the Oblats heritage building currently underway - which has generated an influx of new residents and visitors to our community, local businesses, and greenspaces, yet many people do not know about the area or what we have to offer.

By engaging the community and OOECA membership in the planning and launch of a new logo design contest, we have a unique opportunity to define the identity of the community and generate awareness and interest in OOECA priorities and volunteering.

Proposal

We will present a proposal at the January 9th, 2024, board meeting for a project team to plan and implement a logo design contest and solicit volunteers to be part of that team. If the Board approves the proposal, a small project team will be assembled to:

- develop contest guidelines, rules, and eligibility requirements to guide the logo design contest.
- engage OOECA members and community to share key words and themes that describe our community as a means to inspire and provide direction to the logo design contestants.
- propose options to board for how winners will be determined, e.g., via voting system or selection committee using evaluation grid, or combination of both with weighted scores for each.
- keep the board informed of its progress through online or in-person updates, and seek approvals as required throughout the planning and implementation of the contest to ensure its success.

Following an inaugural meeting, the project team will present a plan to the board with required budget and resources, timelines and key deliverables. Options will also be presented to engage and gather feedback from OOECA members and residents to help guide contest participants in their logo design.

Appendix 1 – Community group and association logos

Organization	Logo	Tagline (where applicable)
<p>Old Ottawa East Community Association (OOECA)</p> <p>Home - Old Ottawa East Community Association</p>		Not applicable OR
<p>Old Ottawa East Community Activities Group (CAG)</p> <p>Community Cag Of Old Ottawa East Ottawa (ottawaeastcag.org)</p>		Making Old Ottawa East an Even Better Place to Live, Work, and Play!
<p>Glebe Community Association</p> <p>HOME - Glebe Community Association (glebeca.ca)</p>		Advocating for a liveable, sustainable, diverse urban neighbourhood
<p>Lowertown Community Association</p> <p>FR: Association communautaire BasseVille</p> <p>Association - My Lowertown Ma BasseVille (lowertown-basseville.ca)</p>		Not applicable
<p>Manor Park Community Association (MPCA)</p> <p>Home - manorparkcommunity.ca</p>		We are here to serve your community
<p>Carlington Community Association</p> <p>Carlington Community Association Building a Better Community</p>		Building a greener, safer, better Carlington
<p>Centretown community association</p> <p>Centretown Community Association (centretowncitizens.ca)</p>		Working for and with everyone who lives, works and plays in Centretown.
<p>Civic Hospital Neighbourhood Association</p> <p>Civic Hospital Neighbourhood Association - CHNA Home (chnaottawa.ca)</p>		Bringing our community together
<p>Overbrook Community Association</p> <p>https://www.overbrook.ca</p>		A group of motivated residents collaborating to make life better for everyone in our dynamic community on the East side of Ottawa.
<p>Heron Park Community Association</p> <p>Heron Park Community Association Facebook</p>		Your community starts here

