

Logo Contest — Artist Guidelines

Nakurmiik for your interest in the Nunavik Arts Brand. Please read this short guide before you start designing. It explains what we're looking for, and what you're agreeing to.

Who Can Enter

Any Nunavik artist who is a JBNQA beneficiary, age 16 or older. You may enter one submission only. If you are under 18, a parent or legal guardian must also read and sign these guidelines, and must co-sign the agreement described below if your design is chosen.

What Makes a Strong Logo

This logo will represent every Nunavik artist, wherever our art is sold. A strong design does more than look good on paper. It needs to work in every size and format this brand will use, and it needs to say, instantly: this is real, this is Nunavik, this is quality.

- Works at any size. It should look just as clear on a small tag as it does on large signage or a banner display.
- Works in black and white, not only in color. A strong mark holds up even with the color removed.
- Built to last. This logo needs to represent Nunavik artists for years to come, not follow a passing trend.
- Speaks for all Nunavik artists. It should reflect the wider community, not one region, community, or art form alone.
- Reflects the values below. The strongest designs carry the feeling of tradition, resilience, connection to land, storytelling, and community.

5 Values the Nunavik Arts Brand Will Represent

- **Tradition.** Respecting the ways of the past.
- **Resilience.** Strength through hard times.
- **Connection to Land.** The land is part of who we are.
- **Storytelling.** Every piece of art tells a story.
- **Community.** We create and support each other together.

These connect as one worldview, not five separate ideas. The brand should feel proud, strong, bold, and traditional, not soft or shy.

Before You Submit - What You're Agreeing To

- Your design must be entirely your own original work. Designs created using AI, in whole or in part, are not accepted. This brand is meant to carry the hand, voice, spirit, and story of Nunavik artists, something a computer program cannot create on its own. If we later find that a submission did not meet this rule, even after a winner has been announced, we may disqualify it and choose a different design.
- Your design must not copy, trace, or closely imitate someone else's artwork, logo, or copyrighted material. You are responsible for making sure your submission does not use anyone else's protected work without permission.
- AI is already harming artists everywhere, including here. Part of why this brand will exist is to protect and promote the authenticity of everything Nunavik artists create, and that starts with the logo itself being real, human work.
- If your design is chosen, you will receive a **brand new MacBook Pro, valued at \$3200** in exchange for the rights to your design. We will provide a short, plain-language agreement for you to sign at that time, explaining exactly what this means. If you are under 18, your parent or legal guardian will need to co-sign that agreement.
- Your design may be adjusted, in size, color, or detail, so it works well as a logo in every format this brand needs, and so it fits the brand's overall goals. You will always be credited as the artist and kept informed as this happens.

How To Submit

Send your design as a sketch or a digital file – however you have created it. Again, use of AI is not acceptable, we expect you to honour this.

Submission method: digital upload/email to Lynn Moorhouse @ lmoorhouse@makivvik.ca

We only use the information and designs you submit to run this contest. We won't share your contact details or your design outside the Committee without your prior written permission.

Deadline: October 26, 2026.

See prize details above.

I have read and understood the guidelines and accept the terms for my submission. My design was not created with the use of AI

Signature

How the Winner Is Chosen

Every submission is carefully reviewed to make sure it reflects the guidelines in this document. Submissions that meet these guidelines are brought forward for consideration by the Nunavik Arts Brand Advisory Committee, a group of artists representing communities across the region. The Committee will gather to review each design thoughtfully and selects the winning design by vote. The Committee may decide not to select a winner if no submission fully meets these guidelines.

Questions?

If you have any questions or inquiries, please contact Lynn Moorhouse @ lmoorhouse@makivvik.ca or call 800-361-7052 ext: 2314

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