



Connections Conference LOGO CONTEST

Submission Guidelines

2026-27

2026 Selected Logo



The College of Western Idaho (CWI) Connections Conference celebrates culture, collaboration, education, innovation, and achievement. We are calling upon current CWI students to showcase their talent in design to incorporate this mission statement into the new 2027 Connections Conference logo! The winning logo will be used for marketing and promotion of the event and the designer will receive a **\$300 cash prize!**

Deadline for logo submissions is 11:59 p.m. on Friday, Nov. 20, 2026

Submission form: <https://forms.office.com/r/CQTVaRMrH8>

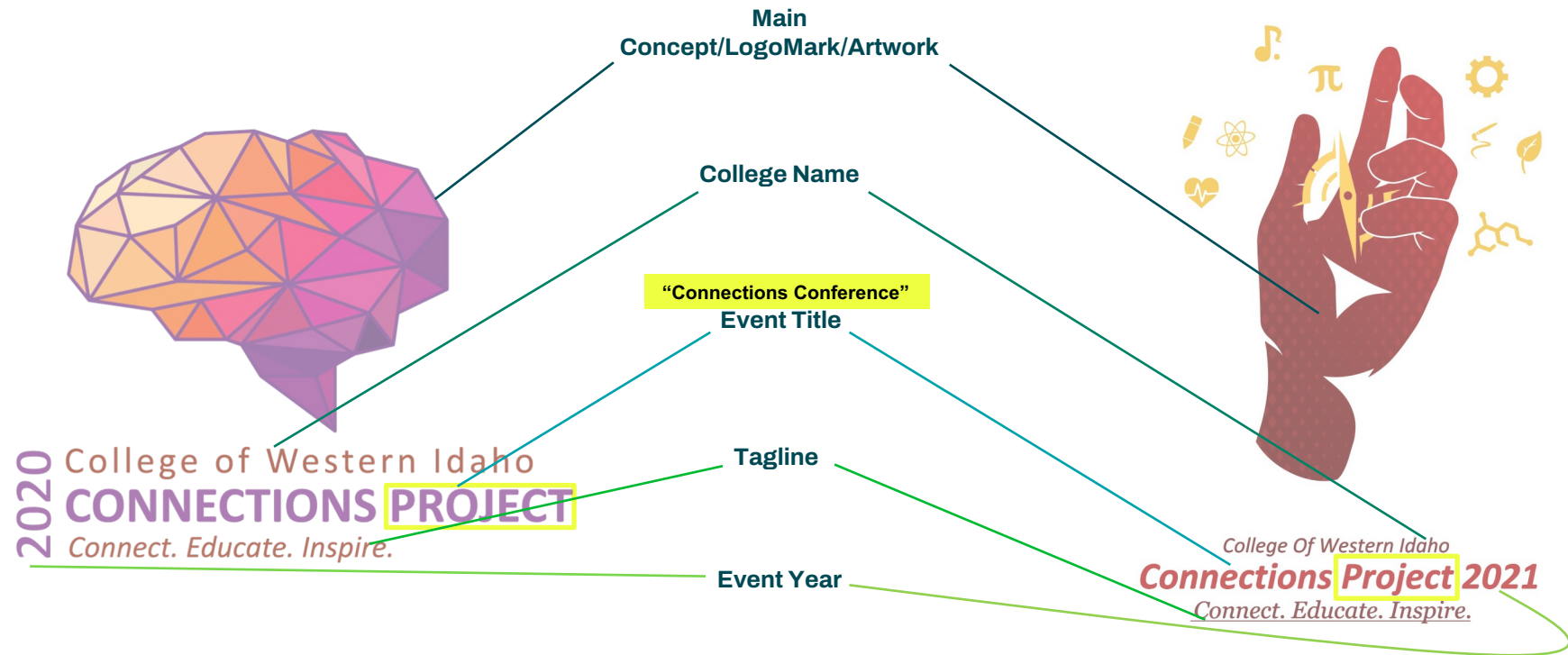
LOGO CREATION GUIDELINES

Since the selected logo design will be used on official promotional materials for this CWI event, it is important the design reflect the brand standards of the College. The following guide outlines some parameters for your design to meet these standards along with examples that might help spark ideas as you create your artwork. Don't be afraid to think creatively and have fun!

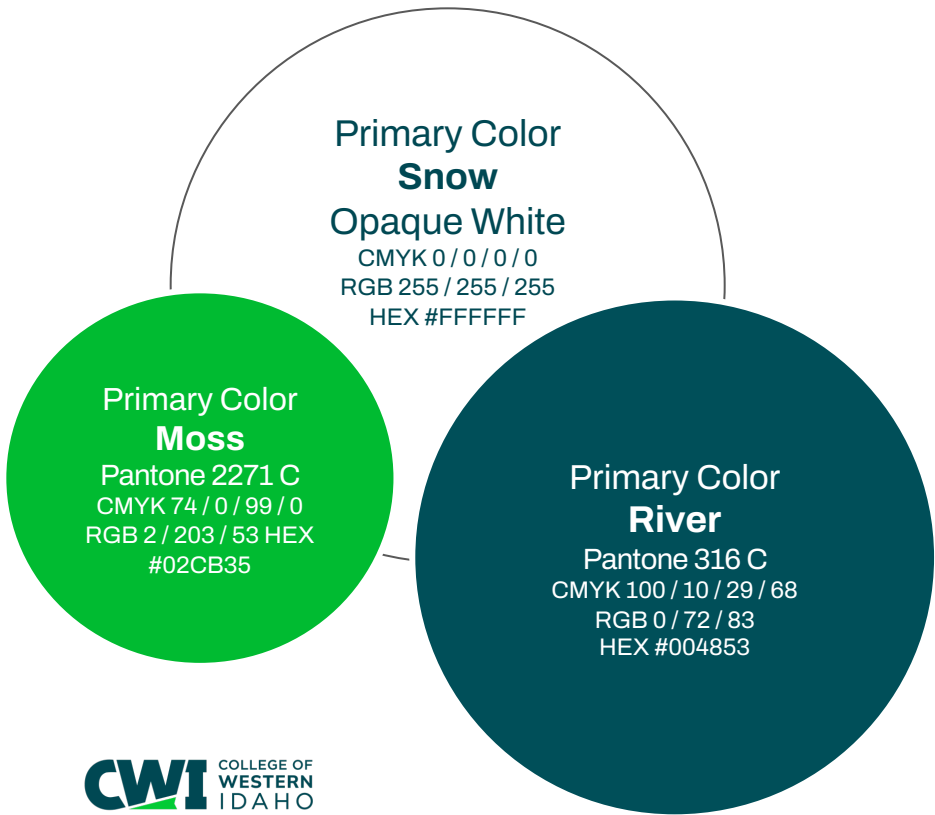
DETAILED BRANDING GUIDELINES CAN BE FOUND AT [BRAND.CWI.EDU](https://brand.cwi.edu)

As you build your logo, make sure the following elements are present in the final design.

****NOTE****
Connections *Project* has been renamed
Connections Conference



River, Moss, and Snow are the primary colors for the College. Use of other colors is optional in your design. Just make sure your final artwork incorporates some or all of these primary CWI colors.



SECONDARY COLOR PALETTE



BLUE BASALT
CMYK 97 / 32 / 34 / 86
RGB 7 / 44 / 51
HEX #072C33



BLUEBIRD
CMYK 100 / 0 / 34 / 0
RGB 0 / 163 / 173
HEX #00A3AD



EVERGREEN
CMYK 100 / 0 / 67 / 17
RGB 0 / 130 / 100
HEX #008264



LICHEN
CMYK 51 / 0 / 86 / 0
RGB 120 / 214 / 75
HEX #78D64B



GRANITE
CMYK 63 / 51 / 45 / 33
RGB 84 / 88 / 89
HEX #545859



MICA
CMYK 18 / 13 / 10 / 0
RGB 199 / 201 / 199
HEX #C7C9C7



CLOUD
RGB 237 / 237 / 237
HEX #EDED

The principal typefaces for CWI are Archivo and Georgia Pro. **Archivo** should be the primary font used in your logo design. Georgia Pro is a licensed font – students can use Georgia in their designs if complimentary to their design.

ARCHIVO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890"!@#%^&*()?

- | | |
|---------------------|----------------------------|
| Archivo Extra Light | Archivo Narrow Extra Light |
| Archivo Light | Archivo Narrow Light |
| Archivo Regular | Archivo Narrow Regular |
| Archivo Medium | Archivo Narrow Medium |
| Archivo Semi Bold | Archivo Narrow Semi Bold |
| Archivo Bold | Archivo Narrow Bold |
| Archivo Extra Bold | Archivo Narrow Extra Bold |
| Archivo Black | Archivo Narrow Black |

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- Normal
Italic
Bold
Bold Italic

NOTE: If downloading Archivo from [Google Fonts](#), please only install the **static** fonts and not the variable fonts.



For the various locations and items your logo will be used, CWI will need both a horizontal and vertical version of your concept. Keep this in mind as you build out your design.

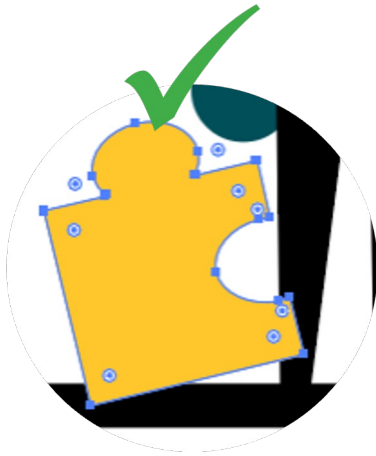
Horizontal



Vertical



It is important that your submission be created at the highest possible resolution. Vector is preferred (.ai, .eps, .svg). If your image is a “raster” or pixel-based image (.jpg, .png, .tif, .psd), please create at a minimum of 300 ppi. If your concept is hand-drawn, please scan in at 600 ppi.



Logo Designs: Academic Integrity and Subject Matter

Students, when submitting their work, are expected to adhere to CWI's commitment to academic integrity. They should strive to submit original work that does not infringe on the copyright or other rights of any other person or entity. If you have any questions, please contact your instructor or a member of the Studio Art department.

Please do not include the following imagery:

- | | |
|---|---|
|  Otters |  Clipart |
|  Altered CWI Logos |  Screenshots |
|  CWI Seal or Compass Rose |  Colors or Logos from Other Institutions |
|  Paper Airplanes |  Offensive or Inappropriate Content |

Logo Designs: Academic Integrity and Artificial Intelligence

Aligned with our commitment to academic integrity and the ethical use of technology, the Connections Conference Logo Competition allows AI tools like ChatGPT, DALL-E, and similar platforms for specific tasks such as brainstorming and idea refinement. Using AI to create the final design concept is not permitted, and any use of AI must be cited, including the tool used, access date, and query. It is the expectation that in all uses of AI, students critically evaluate the information for accuracy and bias while respecting privacy and copyright laws.

If there are questions about the originality of your work, you may be asked to provide evidence that the concept is not entirely AI-generated. **Save all sketches and drafts involved in your process.**



I certify that this is my work. It has not been copied or reproduced from other artwork or photograph by means of tracing, duplicating or created entirely using AI.



THANK YOU!

Questions? Contact us:

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