COLLEGE OF WESTERN IDAHO

Connections Conference LOGO CONTEST

Submission Guidelines

2025-26

2025 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 2025 Connections Conference logo! The winning logo will be used for marketing and promotion of the event and the designer will receive a $400 cash prize!

Deadline for logo submissions is 11:59 p.m. on Friday, Nov. 21, 2025

Submission form: https://forms.office.com/r/jZRUYDhYmW

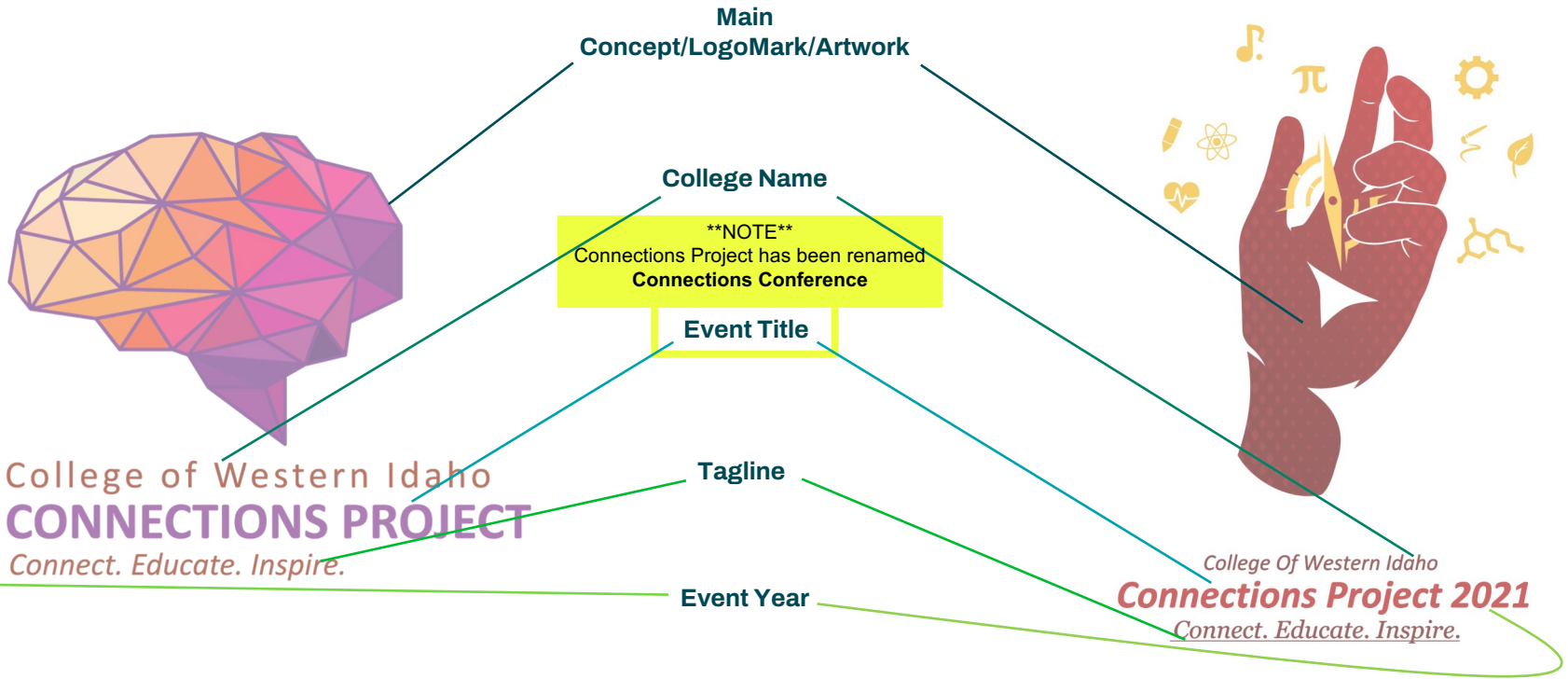
LOGO CREATION GUIDELINES

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!

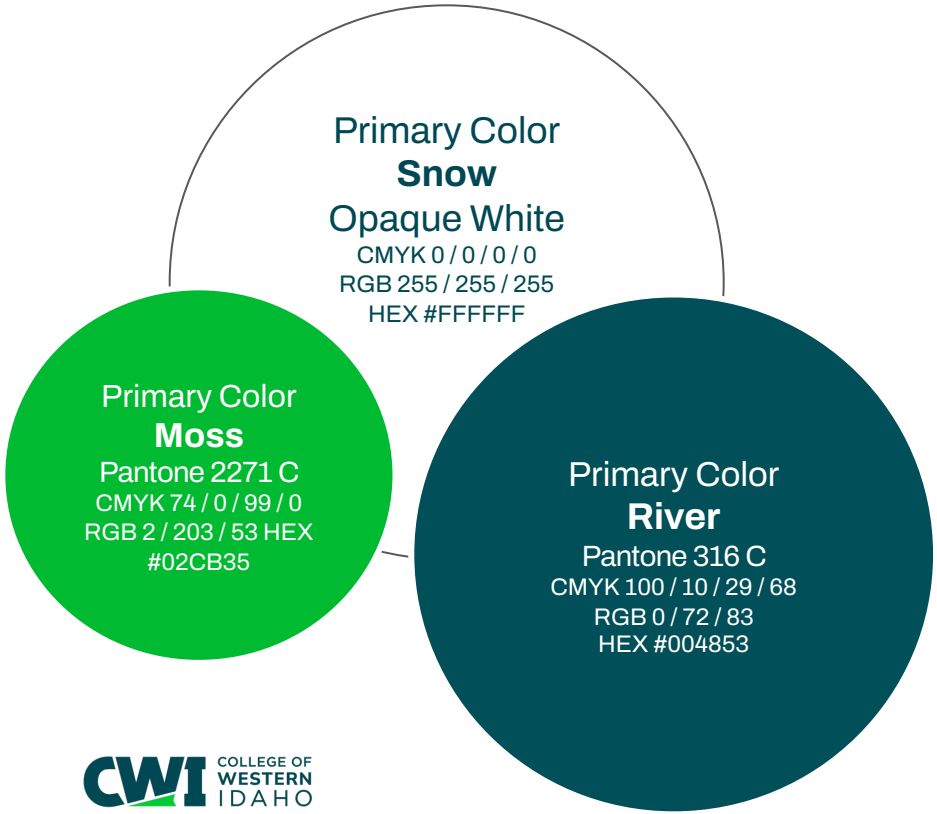
DETAILED BRANDING GUIDELINES CAN BE FOUND AT CWI.EDU/BRAND

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

PANTONE 546 C	PANTONE 7467 C	PANTONE 3288 C	PANTONE 7488 C
BLUE BASALT	**BLUEBIRD**	**EVERGREEN**	**LICHEN**
CMYK 97 / 32 / 34 / 86	CMYK 100 / 0 / 34 / 0	CMYK 100 / 0 / 67 / 17	CMYK 51 / 0 / 86 / 0
RGB 7 / 44 / 51	RGB 0 / 163 / 173	RGB 0 / 130 / 100	RGB 120 / 214 / 75
HEX #072C33	HEX #00A3AD	HEX #008264	HEX #78D64B

PANTONE 425 C	PANTONE 420 C	WEB ONLY
GRANITE	**MICA**	**CLOUD**
CMYK 63 / 51 / 45 / 33	CMYK 18 / 13 / 10 / 0	RGB 237 / 237 / 237
RGB 84 / 88 / 89	RGB 199 / 201 / 199	HEX #EDEDED
HEX #545859	HEX #C7C9C7	

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

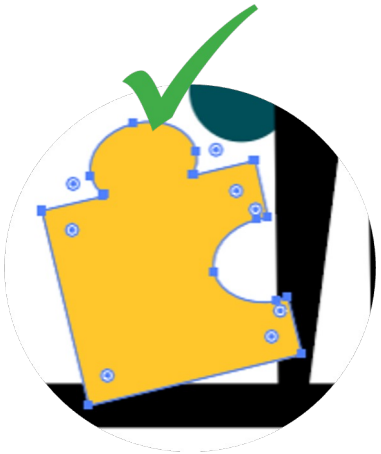
NOTE: If downloading Archivo from Google Fonts, please only install the **static** fonts and not the variable fonts.

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
- Altered CWI Logos
- CWI Seal or Compass Rose
- Paper Airplanes
- Clipart
- Screenshots
- Colors or Logos from Other Institutions
- 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.

COLLEGE OF WESTERN IDAHO

THANK YOU!

Questions? Contact us:

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