

# **New Logo: An Invitation to Submit Suitable Coast Salish Style Artwork**

Purpose: represent the Native Students Union of the University of Victoria.  
12 December 2003

Si'em si'aya Dear Artist:

The Native Students Union has had more than a 30-year presence on campus. The NSU is actively involved in the community both on and off campus. In our desire to renew and reaffirm our presence and as we move forward into the 21<sup>st</sup> century we wish to adopt a new logo. Preferably the new logo will reflect Coast Salish design which honours the place and the people on whose land the University of Victoria is built. In addition, we would like our new logo to symbolize the diversity of the Aboriginal Student body on campus.

We request that the following considerations be observed:

- 1) Coast Salish Participants will be given first consideration and can be either male or female.
- 2) Applicants should submit a hard copy of the drawing/illustration by mail; artwork must be submitted on an 8.5"X11" sheet of white paper. We will also accept computer graphic design work sent by e-mail, but it must be followed by a hard copy of the design sent by mail.
- 3) Entrants will submit their logo design on one page. Do not sign your name or show any indication of your identity on this page.
- 4) Entrants will submit a second page with description of the logo elements and/or symbols and their significance to the Native Student Union.
- 5) Entrants will submit a third page with following information:
  - a) Full name
  - b) Mailing address including postal code
  - c) Contact phone numbers
  - d) E-mail address if available
  - e) Short biography (one or two paragraphs)
- 6) Logo must be limited up to four (4) colors, of Salish tradition and custom, other than white and black
- 7) Entrants may submit as many entries as they wish
- 8) The grand prize of \$500 will be awarded based on following criteria:
  - a) Overall logo submission look, appearance, and immediate identification
  - b) Look once the design is reduced to dime size
  - c) Significance to Aboriginal Students across Canada

d) Significance to host Nations the Lekwungen, Esquimalt and Saanich Family of nations.

9) a unifying symbol be chosen to reflect the more than 300 Aboriginal students attending studies at the University of Victoria.

10) this unifying symbol should be something that resonates across the first peoples of Canada and the US and be recognizable to other First Peoples of Central and South America—in essence to have an international recognition.

11) one such unifying symbol might be the incorporation of the sacred number into the overall design of the logo.

The sacred number seven echoes:

- a) Seven generations
- b) Seven sacred drums of the Yakima
- c) Seven sacred candles of the Indian Shaker Church
- d) Seven sacred fires of the Eastern first peoples
- e) Seven sacred teachings of the Coast Salish

12) The new logo should reflect a new motto. The current motto; Staying Connected has served us well for several years. However, as Aboriginal Students we recognize that our educational journey does not end with graduation but continues well beyond obtaining a degree and entering the workforce.

13) The new logo could reflect canoe motifs; paddle motifs or some other universal symbol recognized by all Aboriginal peoples as having a cultural, spiritual, social and physical significance.

14) Entries will be reviewed by NSU Council and general membership. Their collective decision will be final.

15) The winner will be notified by telephone and in writing. The winning entry will become the property of NSU and will be used in promotional and communications purposes as required by NSU. Upon receipt of the Award, the winner gives up all claims to ownership, patent or copyright of this trademark symbol. NSU will keep the right to change or alter the design in the future.

16) NSU Council Members and their immediate family are eligible to participate in this contest.

**17) Deadline for submission is 30 April 2004**

**13) The submissions are to be sent to:**

Native Students Union