

Space Coast Writers Guild

2025 LOGO CONTEST

Hello Members!

We're excited to announce a fantastic opportunity to leave your mark on the Guild's future—our Logo Design Contest is officially open!

As we update our website and branding for 2025, we're looking for a fresh, dynamic logo that represents the creativity and spirit of the Space Coast Writers Guild. This is your chance to get creative and help shape the face of our organization.

The winning logo will appear everywhere—social media, marketing materials, book totes, and more.

The winning designer will receive a \$50 gift certificate!

For reference, the image below is our current logo:



Creating a new logo is simpler than you might think—here's what to keep in mind:

- Design a versatile logo for web, print, and social media. Start with 1080 x 1080 pixels for flexibility.
- Use professional fonts and a clean design with 2-3 colors, including blue as that is our signature color.
- For larger formats, incorporate our tagline, "Launching Writers to New Heights," but feel free to submit a version without it for smaller uses.
- Submit your files in PNG (web), JPEG (general use), and vector (EPS/AI) formats for scalability.
 - Keep in mind, that a PNG file allows for transparent backgrounds where the white space appears see-through and blends seamlessly with the background it's placed on, unlike the "smoke" colored, rectangular background in our current logo featured above. If not, the logo tends to look like a "sticker" on printed materials.

That's it! Don't worry about advanced technology—this is about creativity.

The submission deadline is January 31, 2025, so get those creative juices flowing. Send your designs to bod@scwg.org. Let your creativity soar and show us what you envision for our Guild! We can't wait to see the amazing designs you come up with.

Good Luck!