

# 2027 Regional Show

## Logo Design & Slogan Competition Guidelines



## 1. Purpose

The WPOAC 2027 Regional Show will host two separate creative contests:

- Slogan Contest
- Logo Design Contest

These contests invite members and creatives to develop original work that represents the spirit, professionalism, and regional identity of the Wisconsin Pony of Americas Club 2027 Midwest Regional Show. Winning entries will be selected through a member voting process and used across promotional materials, merchandise, signage, and digital platforms.

## 2. Eligibility

- Open to all members of Wisconsin Pony of the Americas Club.
- Individual or team submissions are permitted (one submission per individual/team).

## 3. Design Requirements (Logo)

**All logo submissions must meet the following requirements:**

- Original work only, submissions must be entirely original and created by the entrant(s)
- The design must not infringe on existing trademarks or copyrighted material
- No A.I.-generated artwork or A.I.-assisted designs are permitted
- Any submission found to involve generative A.I. tools will be disqualified

### **File Format & Artwork Standards**

- Artwork must be vector-based
- Acceptable formats include: .AI, .EPS, or editable .PDF
- Fonts must be outlined and included with the submission

### **Embroidery/Screenprinting Compatibility**

- The logo must be designed with embroidery feasibility in mind
- Avoid excessive fine detail, gradients, photographic elements, or extremely thin lines
- Design should translate well to stitching on apparel such as jackets, hats, and other awards
- A version suitable for single-color embroidery/printing is strongly encouraged

### **Color Usage**

- Limit the number of colors where possible
- Logo must be effective in full color, one color, and black-and-white formats

### **Scalability**

The logo must remain clear and legible at both small and large sizes

## 4. Slogan Contest Requirements

- The slogan contest is separate from the logo contest and may be entered independently
- The slogan must be original and created specifically for the WPOAC 2027 Regional Show
- It should be concise, memorable, and reflective of the mission, values, and regional pride of WPOAC
- The slogan must not infringe on existing trademarks or copyrighted material
- The slogan should be versatile enough to be used with or without the official Regional logo

## 5. Submission Requirements

### Each entry must include:

- Final logo artwork in an approved vector format(s)
- A raster preview (.JPG or .PNG) for viewing purposes only
- The slogan text (if submitted)
- A brief written description (100–200 words) explaining the design concept and inspiration
- Designer name(s) and contact information

**All slogan and logo submissions must be received by September 1st at 11:59pm.**

Submissions should be submitted via the Google form linked here: <https://forms.gle/uaL34fdto3DX1go27>

## 6. Voting & Selection Process

After the submission deadline, all eligible logo and slogan entries will be reviewed for guideline compliance. Approved entries will be presented to the WPOAC membership for voting at the November Membership Meeting.

### Members will vote separately for:

- One (1) logo design
- One (1) slogan

The logo and slogan receiving the highest number of member votes will be declared the winners. WPOAC reserves the right to exclude any non-compliant submissions from the voting process.

## 7. Awards & Recognition

One (1) winning logo and one (1) winning slogan will be selected through member voting. Winners will be recognized at the WPOAC 2027 Regional Show and through official WPOAC communications. Each winner will receive a \$25 Kwik Trip Gift Card donated by Jackie Guthrie.

## 8. Rights & Usage

- By submitting an entry, participants agree that the winning design and slogan become the exclusive property of WPOAC.
- WPOAC reserves the right to modify, adapt, or reproduce the winning logo and slogan for official use.
- Designers may retain the right to display the work in personal portfolios with acknowledgment of WPOAC ownership.

## 9. Disqualification

**WPOAC reserves the right to disqualify any submission that:**

- Does not meet the stated guidelines
- Contains A.I.-generated or assisted artwork
- Infringes on copyrighted or trademarked material
- Is submitted after the deadline

## 10. Questions

For questions or clarifications regarding the competition, please contact us at [wpoacmarketing@gmail.com](mailto:wpoacmarketing@gmail.com).

We look forward to seeing creative, thoughtful designs that help define the Wisconsin POAC 2027 Regional Show identity.