

## Pacific Northwest Trail Association

# Logo Design Contest

### Official Rules and Guidelines

This document describes the official rules (“Official Rules”) and guidelines (“Guidelines”) of the Pacific Northwest Trail Association Logo Design Contest (the “Contest”). The object of this contest is to design a logo for the Pacific Northwest Trail Association. Information on how to enter is part of these Official Rules. To the extent of any inconsistency, these Official Rules prevail.

### Goal

To create a logo with a timeless and professional visual presence for the Pacific Northwest Trail Association (PNTA) that conveys the uniquely wild and scenic character of the Pacific Northwest Trail. The logo will be used online and in print, as well as in any other medium deemed necessary and appropriate by the PNTA.

### About the Pacific Northwest Trail Association

The Pacific Northwest Trail Association was founded in 1977 as a 501(c)(3) nonprofit organization, and is headquartered in Sedro-Woolley, Washington. The PNTA is the official non-governmental advocacy and administrative partner of the United States Forest Service for the Pacific Northwest National Scenic Trail. Our work benefits trail users and the people and communities throughout the Pacific and Inland Northwest who celebrate the outdoors. We work to secure and improve the outdoor recreation experience offered by the Pacific Northwest National Scenic Trail along our rugged 1200 mile, mountain-to-sea route. Our education and advocacy work helps ensure protection and promotion of this unique and precious resource for present and future generations.

### The Pacific Northwest Trail

The 1200 mile Pacific Northwest National Scenic Trail (PNNST) ranks among the most scenic, rugged and wild trails in the world. Treasured by Americans and international visitors, the trail crosses three national parks, seven national forests and seven mountain ranges. This carefully chosen path is high for the views and long on adventure.

At its eastern terminus the PNNST begins its epic mountain-to-sea route near the Continental Divide in Glacier National Park and travels through Montana, Idaho, and Washington before reaching its western terminus at the Pacific Ocean in Olympic National Park.

The PNNST became a congressionally designated national scenic trail in 2009, but has existed for more than 40 years. The trail is used by day hikers, backpackers, thru-hikers, and equestrians. Some sections of the trail are also open to mountain bikers. These users bring a variety of benefits to the towns and communities situated along the trail corridor in the Pacific and Inland Northwest.

Volunteerism, advocacy and grit brought the PNNST into being. Today, dedicated volunteers work cooperatively with a network of nonprofit organizations and trail communities to improve and maintain the trail corridor and enhance the experience through education and interpretive materials.

This year, the organization celebrates its 40th anniversary!

## Logo Specifications and Guidelines

1. The logo must not include more than two colors in addition to black.
2. The logo must contain the text: 'PNTA' or 'Pacific Northwest Trail Association'.
3. The logo must be recognizable in large and small applications ( $\frac{3}{8}$ " -  $\frac{1}{2}$ " at the largest dimension).
4. The logo should have a continuous boundary whether border or fill
5. Because of the requirement to register the logo as a Service Mark, Entrants should take care to ensure that their Entries are not in any way similar to existing logos or other copyrighted images. A logo that cannot be registered as a Service Mark, no matter how well crafted, cannot win the Contest.
6. Halftones and gradients must not be used.
7. The limit on attachment sizes for our email is 5 MB.

## Logo Inspiration

1. We are looking for a logo that communicates a sense of timelessness, institutional confidence and sense of excitement.
2. Keywords of inspiration include: grassroots, rugged, unique, adventurous, tough, pristine, wild, primitive, scenic, authentic, wilderness, timeless, rustic, tradition, pioneers, guardians, protectors, and advocates.
3. Possible themes to explore include: Rare wildlife habitats (grizzly, caribou and wolf), old growth cedar groves, climax forests, fire lookouts and trail maintenance tools.
4. Target audience: supporters, allies and users of the trail. This diverse group of individuals and organizations includes: philanthropists, local business-owners, conservationists, recreationists and major industries.

## References

Current PNTA and PNNST logos:



*Left: the current PNTA logo (the logo that will be replaced through this project). Right: the PNNST service mark (owned by the USFS)*

1. For information about our organization visit [pnta.org](http://pnta.org)
2. "Pathfinder," by Ron Strickland, discusses the history of the trail
3. Similar organizations include: the Pacific Crest Trail Association ([pcta.org](http://pcta.org)), the Appalachian Trail Conservancy ([appalachiantrail.org](http://appalachiantrail.org)), and the Mountaineers ([mountaineers.org](http://mountaineers.org))
4. Visual Reference: Appalachian Mountain Club ([outdoors.org](http://outdoors.org)) and Patagonia ([patagonia.com](http://patagonia.com))

# Submission Guidelines

## Definitions

“Entry” means a logo design created by the Entrant for this Contest.

“Entrant” means the individual that offers the Entry under the terms of this Contest.

## Eligibility

1. The Contest is open only to individuals. The Contest is not open to companies, educational institutions, organizations, etc. or to groups associated with such institutions.
2. Members of the PNTA Rebranding Task Force, the contest judges and their immediate family are not eligible to enter the Contest.
3. Entrants must be of sufficient legal age and standing to enter into a contract with PNTA as required below.

## How to Enter

1. Initial entries must be submitted by email to [logo@pnt.org](mailto:logo@pnt.org). The entries must be submitted as a .pdf on US Letter and as a 1000 pixel square .jpg.
2. The email must include the name, age, postal address, phone number and email address of the Entrant.
3. Entries must conform to the Submission Guidelines. Entries which fail to do so will be rejected.
4. The deadline for Entries is midnight (one minute after 2359) on March 31, 2017 Pacific Daylight Time.
5. We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in email.
6. There is no fee to enter the Contest.

## Judging and Selection of Winner

1. The winning design will be selected by the PNTA Rebranding Task Force. Their decision will be final. No further correspondence shall be entered into.
2. PNTA reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
3. PNTA reserves the right to disqualify any Entrant or Entry at its sole discretion. No correspondence shall be entered into.
4. The winner will be required to assign all rights and ownership of the logo to the PNTA.
5. The winner will provide the PNTA with a vector file of the logo in .eps or similar format.
6. Accepting the prize constitutes permission for PNTA to make public and otherwise use winner's name and country of residence for publicity purposes.
7. No timetable is set for the announcement of a winner due to the need to confirm that the winning entry can be registered as a Service Mark.
8. The winner will have their finished design announced to the public on the PNTA website.

## Intellectual Property

1. All submitted work must be original and not based on any pre-existing design.
2. All Entries will become the sole property of PNTA and may be displayed publicly on PNTA web sites or used for any other purpose deemed necessary by the PNTA.
3. The winning entry will be registered by PNTA as a Service Mark and the Entrant agrees to transfer all right and title to the Entry to PNTA in accordance with the Official Rules of this Contest.

## Acceptance

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of these Official Rules. By participating in the Contest, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. Including the guides and rules referred to herein, these Official Rules constitute the entire agreement between the Entrant and PNTA in relation to the Contest. They govern the Entrant's participation and supersede any prior or other agreements between the Entrant and PNTA and relating to the Contest.

## Representations and Warranties

By participating in the Contest, the Entrant warrants and represents in connection with the Entry submitted as part of his/her participation in the Contest: (a) he/she is the sole and exclusive owner of (and free of any adverse claim by any person, firm, or corporation) all intellectual property rights in and to the Entry; (b) the Entry is original and the use of the Entry as described in these Official Rules will not infringe the proprietary rights, including without limitation the intellectual property rights, of any third party; (c) the use of the Entry, as described in these Official Rules, will be in compliance with any third-party licenses pertaining to the Entry; (d) the Entry is not obscene or libelous, and does not violate any rights of any third party, including but not limited to rights of privacy or publicity; (e) the Entry does not contain any virus, spyware, malware, trap door, worm, or any other device, mechanism or code that is injurious or damaging to software or hardware used in conjunction with the Entry; (f) the Entry and its use as described in these Official Rules will not violate any federal, provincial, state or local laws or ordinances; (g) no employer or educational or other establishment has any rights in the Entry; (h) the Entry is consistent with these Official Rules; and (i) he/she has the right to grant the license to PNTA as required in these Official Rules.

## Severability

When any provision of these Official Rules is found to be invalid by a court of competent jurisdiction, the parties nevertheless agree that the Court should endeavor to give effect to the intentions of the parties as reflected in the provision, and that the other provisions of these Official Rules remain in full force and effect.

## Indemnity; Disclaimer of warranties; Limitation of Liability

By participating in the Contest, the Entrant agrees to be bound by these Official Rules, including all eligibility requirements and all decisions of PNTA. By participating in the Contest, the Entrant agrees to indemnify, defend, and hold harmless PNTA and its officers, agents, affiliates, contractors, contributors, subsidiaries, licensors and distributors ("PNTA Entities") from any and all liability, claims, or actions of any kind, including, without limitation, property damage, personal injury, and/or death, arising out of his/her (i) breach of any representation, warranty or covenant contained in these Official Rules; or (ii) participation in the Contest; (iii) acceptance and/or use or misuse of any prize in connection with the Contest; or (iv) any third party claim relating to any rights in any design submitted.

**BY PARTICIPATING IN THE CONTEST, THE ENTRANT AGREES THAT PNTA ENTITIES MAKE NO WARRANTY, REPRESENTATION, OR GUARANTEE OF ANY KIND, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATING TO THE CONTEST AND/OR THE PRIZES.**

By participating in the Contest, the Entrant agrees that PNTA is not responsible, and will in no event be held liable, for any: (a) lost, late, illegible, misdirected, damaged, incomplete, corrupted or garbled entries; (b) telephone, computer, or network malfunction or error; (c) communication disruption or other disruptions related to Internet traffic, virus, bug, worm, or non-authorized intervention; or (d) damage caused by a computer virus or otherwise resulting to any computer from the submission of entries. If such malfunction, error, disruption, or damage occurs or impairs the administration, security, fairness, or integrity of the Contest, PNTA may, in its sole discretion, suspend, modify or terminate the Contest by posting a notice at <http://www.pnt.org>. If the Contest is terminated before the scheduled end of the Contest Period, PNTA will determine the winner from all eligible entries received as of the termination date. Persons found tampering with or abusing any aspect of the Contest, or whom PNTA believes to be causing or attempting or intending to cause any malfunction, error, disruption, or damage will be disqualified. PNTA reserves the right to disqualify any unauthorized entries, including, without limitation, multiple entries from the same person, or any entries made through robotic, automatic, mechanical, programmed or similar multiple-entry, or entry duplication, method and to disqualify any person or entity using such a method.

NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY, AND ONLY TO THE MAXIMUM EXTENT PERMISSIBLE BY THE APPLICABLE LAW, BY PARTICIPATING IN THE CONTEST, THE ENTRANT AGREES THAT IN NO EVENT WILL PNTA OR ANY PNTA ENTITY BE LIABLE TO ENTRANTS OR ANY OTHER PARTY FOR ANY DIRECT, INDIRECT, SPECIAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES, REGARDLESS OF THE BASIS OR NATURE OF THE CLAIM, RELATING IN ANY MANNER TO THESE OFFICIAL RULES, THE CONTEST OR THE ENTRANT'S PARTICIPATION THEREIN, EVEN IF PNTA OR A PNTA ENTITY WERE EXPRESSLY ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. ALSO NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY, BY PARTICIPATING IN THE CONTEST, THE ENTRANT FURTHER AGREES THAT IN NO EVENT WILL THE LIABILITY OF PNTA OR ANY PNTA ENTITY RELATING IN ANY MANNER TO THESE OFFICIAL RULES, THE CONTEST OR THE ENTRANT'S PARTICIPATION THEREIN EXCEED THE GREATER OF US\$1,000 OR ANY OTHER AMOUNTS PAID BY THE ENTRANT TO ENTER INTO THE CONTEST. SOME JURISDICTIONS MAY NOT ALLOW THE EXCLUSION OR LIMITATION OF LIABILITY FOR CERTAIN INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO SOME OF THE ABOVE LIMITATIONS MAY NOT APPLY TO THE ENTRANT. IN THE EVENT THAT THE PRECEDING RELEASE IS DETERMINED BY A COURT OF COMPETENT JURISDICTION TO BE INVALID OR VOID FOR ANY REASON, THE ENTRANT AGREES THAT, BY ENTERING THE CONTEST, (I) ANY AND ALL DISPUTES, CLAIMS, AND CAUSES OR ACTION ARISING OUT OF OR IN CONNECTION WITH THE CONTEST, OR ANY PRIZES AWARDED, SHALL BE RESOLVED INDIVIDUALLY WITHOUT RESORT TO ANY FORM OF CLASS ACTION; AND (II) ANY CLAIMS, JUDGEMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, INCLUDING COSTS ASSOCIATED WITH ENTERING THE CONTEST, BUT IN NO EVENT ATTORNEY'S FEES.

For the avoidance of doubt, to the extent that US law applies, nothing in these Official Rules shall limit or exclude either party's liability for fraud, or for death or personal injury caused by its negligence, or any other liability to the extent such liability cannot be excluded or limited as a matter of law.

## **Interpretation; Governing Law; Jurisdiction**

**Interpretation.** In the case of any dispute about the interpretation of the Rules, PNTA's decision as to the interpretation shall be final and Entrant shall be bound by PNTA's decision.

**Governing Law.** The interpretation and enforcement of these Official Rules will be governed by the laws of the State of Washington, USA, except to the extent required to be governed by the local law in the place of residence of an Entrant. The Contest is subject to all applicable, as the case may be, national, federal, provincial, state and local laws. The Entrant and PNTA agree to the extent permitted by law to submit all disputes arising out of or relating to these Official Rules or the Contest to, and hereby waive any objection to the exclusive jurisdiction and venue of, the state and federal courts located in King County, Washington. Subject to Section 5 above, if necessary any provision of these Official Rules which is found to be invalid by a court of competent jurisdiction shall be deemed to be struck out from these Official Rules.

## **Consideration**

The Entrant agrees that the ability to participate in the Contest and to compete for the prizes, if any, offered in connection with the Contest constitute, where required, sufficient consideration for the Entrant's obligations under these Official Rules.

**Pacific Northwest Trail Association**  
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