

# Logo Contest for St. Regis Mountain Fire Tower

## Call for entries:

***Attention creative people: We need someone with some artistic talent to design a logo/patch for Friends of St. Regis Mt. Fire Tower.***

### **Why should you help?**

- You will be helping a very good cause.
- You will earn \$100 cash.
- You will receive future gifts with the logo that you design.
- You will have a lot of exposure for your artistic talent, with acknowledgement of your name given on our website and during future presentations.
- The logo/design will be seen and appreciated by thousands of people in the future.
- We anticipate 100's of patches to be made in the next few years.

### **Things to consider/guidelines:**

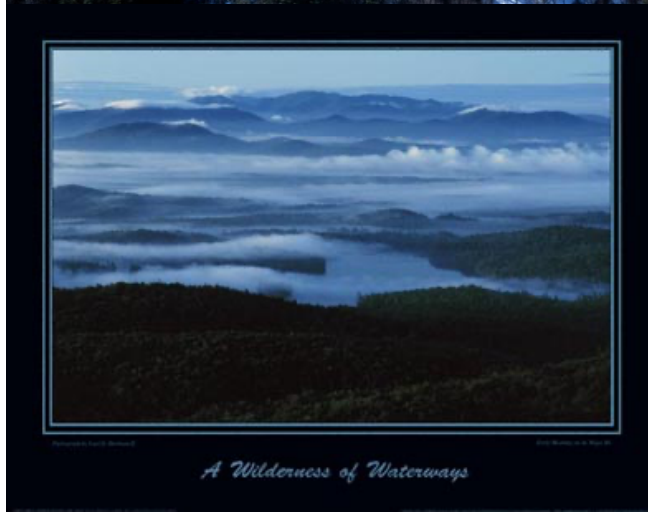
- The criterion for the patch is open based on your vision.
- The winning choice will be selected by the Friends of St Regis Mountain Fire Tower Executive Committee. We will be judging on the overall aesthetics of the design.
- We are hoping to have submissions by June 15<sup>th</sup>.
- Key consideration for the aesthetics of the logo/design is that the design illustrates the beauty of the summit and fire tower.
- We would want to see the tower in the image. As well we would like to have the landscape of the summit and other surrounding waterways and mountains.
- The size of the patch and shape of the patch also can be up to your vision. The main consideration for the shape is that it should have rounded edges and be a standard shape so that patch companies can make it for us; ideally being circular, oval, square or rectangular in shape.
- If possible, adding any tower history or historical touch to the logo/design would be wonderful.
- The design should be limited to no more than 10 colors.
- Please note that while high detail looks nice, it is hard to recreate in embroidery.
- Your final image/proof should be larger than the size of the patch envisioned so that we can scale it down to the desired final size. Image to be submitted at least 6" long on the shortest side, or 6" in diameter if a circle. Larger is fine

- Please submit the design as a 300 dpi JPEG file or other image format. If you prefer to send a hard copy please contact us for instructions.
- We recommend reviewing our web site to see other images of the tower.  
<http://www.friendsofstregis.org/>

**If you have any questions feel free to contact:**

David Petrelli, Co-Chair at: [davidpetrelli@yahoo.com](mailto:davidpetrelli@yahoo.com) by phone at (518)-651-4948 or  
Scottie Adams, Secretary – Treasurer at: [friendsofstregis@gmail.com](mailto:friendsofstregis@gmail.com) by phone at (518)-  
891-2237

Two ideas to consider incorporating into the logo/design could these two images. One is an aerial view of the tower and summit and the other is a print, used with permission from Carl Heilman, from the summit of St. Regis Mountain looking towards Saranac Lake and Lake Placid.



**The following are examples of what other group's patches look like.**

\*\*\* Please note these patch designs are not to be reproduced and are strictly provided as examples.

These patches and their designs are the property of their respective groups. \*\*\*

Azure (<http://azuremountain.org>)

Arab (<http://www.tupperlake.net/MtArab.htm>)



Bald (Rondaxe)

<http://www.masterpieces.com/bald.htm>



Forest Fire Lookout Association

<http://www.firelookout.org/>



Legalese: The artist of the winning design gives the Friends of St. Regis Mt. Fire Tower "FOSRMFT" exclusive reproduction rights for the image to be used on promotional items. These will include but may not be limited to letterhead, posters, patches, t-shirts, and any other materials useful to the mission of the organization. The image may also be used for fund-raising efforts. FOSRMFT understands that the artist retains legal ownership of their image.

Logos submitted:





## Winner selected

The contest was detailed on our website in January, ending June 15. It was open to anyone who wanted to submit a design. We received eight excellent entries, making it a difficult decision. The winner, Jackie Sullivan Passetti, was chosen by the executive committee. She is a teacher/artist from Manlius. Jackie climbed St. Regis Mountain for the first time this May and was inspired to create this lovely logo/patch. We thank all the contributors for their time and effort. All the entries submitted can be seen on our website. In addition to the patch, we intend to use the logo for other promotional items. The patch will be used as a thank-you gift for anyone donating \$5 or more to the Friends of St. Regis Mountain Fire Tower. This can be done through our website ([www.friendsofrstregis.org/donate](http://www.friendsofrstregis.org/donate)).