

Forestry Graduate Students' Association (FGSA): Call for Logos

Design a logo for the new Institute of Forestry & Conservation now joined with the Daniels Faculty of Architecture Landscape and Design— one that reflects its history and celebrates this partnership.

The winning logo will be used in digital & print spaces. Furthermore, it should work independently and with the Daniels logo.

Eligibility

Daniels Faculty Students

Entry Limit

One per student (must be their original artwork)

Deadline

Mon Nov 9, 2020 at 11:59 PM

Prize: \$200

Submission:

- Send to Laura at laura.lapchinski@daniels.utoronto.ca
- Subject Line: Institute of Forestry & Conservation Logo Submission
- File Format: .eps and .jpg
- DPI: 300 and 72 (print and web)
- Short Description about the inspiration behind your design, and why it should be the logo of the new Institute of Forestry & Conservation

Judging Panels

First, the Forestry Graduate Students' Association will make a shortlist. The selected submissions will then be discussed and voted on by a panel of judges: Daniels students, professors, and staff.

The winner will be announced the week of November 30th – December 4th, 2020.

Background Info

What is the Institute of Forestry and Conservation?

“The new name creates a unique identity for the forestry program, and situates it comfortably among the Daniels Faculty’s other academic units. No other forestry program in Canada shares a similarly close relationship with a school of architecture and design.

The Institute of Forestry and Conservation will maintain the same graduate and PhD degree streams offered by the Daniels forestry program before the name change, leaving intact the University of Toronto’s 113-year legacy as a centre of Canadian forestry education.”

-Taken from an [article](#) on the Daniels Faculty website

Where can I find more info about the history of Forestry at UofT?

Please read-the book, *One Hundred Rings and Counting: Forestry Education and Forestry in Toronto*, By Mark Kuhlberg.

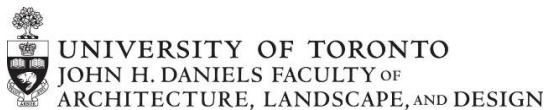
The FGSA [website](#) also has an archive of photos and information from the past 4 years.

What colours and typeface does the Daniels Faculty logo currently use?

- Colour Palette:
 - Black: C0 M0 Y0 K100, R0G0B0
 - White: C0 M0 Y0 K0, R255 G255 B255
 - Pantone 199C: C0 M100 Y75 B0 (accent colour)
- Typeface : Lettera-Txt or Arial Regular

Note: The colour palette and typeface follow Daniels Faculty Brand Guidelines. They are included as a reference and strict adherence is not required.

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What were some previous Forestry logos?

Crest: In 2007, the coat of arms for the Faculty of Forestry was registered with the Governor General:
Latin Phrase Meaning: "In Reliquum Tempus Arbores Hodie [Trees today for the rest of time.]"



Forestry: Each tree corresponds with the letter below (*i.e.* on F, there is a fir, O an oak, R a red pine, etc.) This logo is currently used on FGSA merchandise.



Circular Logo with Spruce: This logo was used in the old Faculty of Forestry yearbook, "The Annual Ring". Since then, it has been used for Eric Davies' Ravine revitalization project and as the main logo in FGSA merchandise.

