

WindWalkers Logo Competition Submission Guidelines & Form

File Formats Accepted:

- **Vector:** SVG, AI, or EPS (preferred)
- **Raster:** High-resolution PNG (transparent background) or JPG (min. 1000x1000 pixels, 300 dpi)

Dimensions/Resolution: Minimum 1000px by 1000px, 300 dpi resolution

Submission Deadline: April 18th

Submit To: Liza@WindWalkers.org

Copyright & Ownership

*By submitting a design, participants confirm that their work is original and **does not** infringe on any existing copyrights. The winning design will become the **property of WindWalkers**, granting the organization full rights for commercial use and brand representation.*

Brand Identity & Design Considerations

Mission: WindWalkers facilitates therapeutic experiences and learning opportunities through equine-assisted therapy. Our programs support physical therapy, emotional healing, personal development, and education.

Core Values:

- **Healing:** Whether emotional, physical, or mental, the therapy provided by WindWalkers is aimed at improving overall well-being.
- **Empowerment:** Helping individuals build confidence, resilience, and personal strength.
- **Connection:** Both with the horses and with others (whether that's peers, family, or therapists).
- **Nature:** The natural setting and the role of horses in therapy can be a grounding and powerful symbol.
- **Growth:** Personal growth, education, and development in both human and animal participants.
- **All Ages:** Emphasize inclusivity and timelessness.

Symbolism:

Horses are central to the therapy and learning process at WindWalkers, so continuing to incorporate a horse or elements of horses into the logo would be great. This could be (but not limited to) a full image of a horse, or more abstract representations like a horse's silhouette, hoof print, or mane.

Tone:

- **Professional and Calming:** Since this is therapy-related, the logo should feel calm, trustworthy, and professional. It shouldn't be too playful or aggressive.
 - **Natural and Organic:** Since WindWalkers seems to be rooted in nature, a design that feels organic, with earthy tones or textures, could convey this.
 - **Empowering and Uplifting:** The logo should communicate a sense of hope and strength, perhaps with upward movement or rising elements, which could tie into the idea of personal growth and healing.
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Submission Form

Full Name: _____

Email: _____

Phone Number: _____

School/Organization (if applicable): _____

Age (if under 18, guardian's consent required):

Brief Explanation of Design Concept:

Guardian Consent (if under 18):

I, **(Guardian's Name)**, give permission for **(Participant's Name)** to participate in the WindWalkers Logo Competition and understand that if selected, the winning design will become the property of WindWalkers for commercial use.

Signature: _____

Date: _____

