The College of The Bahamas has embarked on phase II of its University of The Bahamas Brand Identity Initiative and is seeking original entries from students, faculty, staff and alumni for the creation of a visual identity for the University of The Bahamas' athletics teams and mascot. This includes: Athletics Logo, Secondary Mascot and UB Letter Marks.

This proposed new athletics brand of the University of The Bahamas will honour the university's primary brand, yet represent a distinct identity that embodies the mission of the Athletics Department: “to provide a positive environment dedicated to achieving excellence in academics, athletics, recreation and wellness, while contributing to an enhanced institutional visibility, promoting institutional pride, enhancing campus life and serving as a connection to alumni and the wider national context.”

Please read below for more details regarding logo design, contest rules & submission requirements.

**How to Enter the Contest**

- All entrants must sign a confidentiality agreement and collect an information packet from the Office of Advancement at the address listed below.
- The contest begins on Wednesday, February 18th, 2015 and submissions will be accepted from current students, faculty and staff as well as alumni until Wednesday, March 11th, 2015.
- Winners will be announced via our website, through social media and by direct contact through email. In order for your entry to be accepted and reviewed by our judges, all entries must be:
  - Submitted directly to: UBAthleticsBrand@cob.edu
  - Submitted, in triplicate, to the Office of Advancement located upstairs in the Keva M. Bethel Building, at The College of The Bahamas' Oakes Field Campus, clearly marked:
    
    **Attn: Dr. Ian Strachan**  
    **Vice President, Advancement**  
    **Keva M. Bethel Building**  
    **The College of The Bahamas**  
    **Oakes Field Campus**  
    **P.O. Box N 4912**  
    **Nassau, The Bahamas**  
    **302-4586 or 302-4304**  
    **ian.strachan@cob.edu**

No later than 5:00 p.m. EST on Wednesday, March 11th, 2015.

**Requirements**

- **Professional:** The professional logo, secondary mark, letter mark and mascot will be featured on the institution’s website, social media platforms, in publications, other mediums and on marketing paraphernalia (stationery, maps, pamphlets, t-shirts etc.). As a result, the logo must be eye-catching and distinct with legible font.

- **Theme:** The professional logo, secondary mark, letter mark and mascot must promote the mission of The University of The Bahamas’ Athletics Department.

  **NOTE:** The colors will no longer be of designated image or mascot name.

- **Colors:** Royal Blue and White

- **Logo Requirements:** Logo must be in Vector format created in Adobe Illustrator or a compatible format. Send artwork, sketch and print ready to submit. Please submit two files (.EPS and .AI) at least 300 dpi at 1500x1500 pixels. Colors should be one of the following: R 0, G 168, B 230 (Cyan). Design statements may be sent in an attached Word document or as an email body text.

- **Integrity:** Logos and mascot concepts cannot contain copyrighted material. They must have been created and edited by the contest(s). Logos shall not include images or licensed images that have been previously published. Entries must be easily reproducible and scalable for large and small formatting.