

Appalachian Region Logo Design Contest

An effective logo is an asset for any organization. Until now, we've been using a placeholder cribbed from *In Den Bergen*, whose main virtue was that it was available.



We are asking our Appalachian members and friends to help design a better one with a logo design contest. Please submit your entries to Dick Maybach, web.appregion@att.net, by March 31, 2015. The submissions will be displayed at our Charter Celebration Party at Harmony Motors on April 2, and later judged by the region officers.

Uses

The region logo is used in several ways, and some of these may affect the design. It will appear in the header of every page on our Website, most often accompanied by text that includes “Appalachian Region.” This means that any text incorporated in the logo may be redundant.



Another common use is on nametags. Here again, we would probably prefer to omit any text, as it would be difficult to read.



We are also planning to obtain car window decals and badged clothing, and these could be either round or rectangular. The graphic in the example has been stretched to better fill a circular area.



Keep these uses in mind as you develop your logo, but don't let them limit your design, as we can adapt for a particular use, for example by adding or deleting text. Without the words "Appalachian Region, Porsche Club of America" a graphical logo on a car-window decal or a tee-shirt will mean nothing to most people, but if we include them on a name tag, there is little room for a graphic or even a person's name.

Examples

The above examples have used only one color. Of course, you could use more, could overlay text on a graphic, and could add a fill color, as shown below.



The PCA logos are abstract and include the Porsche name and crest, but we cannot use these copyrighted elements, nor can we use the Porsche model names, numbers, or even the distinctive shapes of the cars. PCA negotiated the right to use some copyrighted items, but this doesn't extend to regions. The dominant feature of the logos is an abbreviated club name, which suggests our logo could include "AR" or a similar abbreviation.



We can use a crest shape, as shown by the region logo below, but it must be clearly different from

Porsche's. Note that this logo does include the word “Porsche” but as part of “Porsche Club of America.”



Unlike the previous ones, the Carolinas logo is primarily text.



Zone 3 uses a crest that includes a map of the zone. It also has a tiny national logo, which means we might also use that even though it contains Porsche-copyrighted elements.



Consider these as examples, not as limits of your design. Do limit the number of colors, as each added one increases the reproduction cost. Some of the examples do use the Porsche type font, which we could probably get away with, although it's not easy to read. You can find many examples on PCA region Websites, including some with Porsche-copyrighted elements, but please avoid these.