The MWITE Board is holding a logo design competition!

As John Davis mentioned in his One ITE article, one objective is to have other transitional matters settled by June, 2020. One of these “other matters” is how will we brand the “new” Great Lakes District. Your may recall in 2018 the District Board formed a branding subcommittee which understood that as MWITE transitioned, the following questions should be addressed:

- Is our brand recognizable?
- Do we need a new logo?
- Does the website/newsletter need improvements?
- How does our brand align with ITE International?

The MWITE Board would like to create a new logo that represents the nine states in the “new” Great Lakes District and is asking for help from our membership! The new logo will be used on all outreach material, including website, newsletter, social media, etc.

The Board will award $200 to the person with the winning logo and will reveal the new logo in June at the 2020 Midwestern/Great Lakes Joint District conference in Chicago.

The logo must meet three criteria:

- Follows ITE color and font palettes (included on pages 16 & 17)
- Incorporates the Great Lakes ITE name
- Connects to the ITE International logo

Please submit your logo designs (in .jpg or .gif format) via email by May 15 to District Treasurer Scott Poska at sposka@alliant-inc.com. If you have any questions you can contact him via email or by phone at 612.767.9369.

**ITE Logo Color Palette** Pantone solid coated

**Primary Colors**

<table>
<thead>
<tr>
<th>Primary Colors</th>
<th>Panatone 308</th>
<th>Panatone 631</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neutral</td>
<td>Panatone 656</td>
<td>Panatone Cool Gray 8</td>
</tr>
</tbody>
</table>
Logo Design Competition (Continued)

**ITE Logo Color Palette**  Pantone solid coated

<table>
<thead>
<tr>
<th>Contrasting Color Palette</th>
<th>Analogous Color Palette</th>
<th>Complimentary Color Palette</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Contrasting Color Palette" /></td>
<td><img src="image2.png" alt="Analogous Color Palette" /></td>
<td><img src="image3.png" alt="Complimentary Color Palette" /></td>
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</tbody>
</table>

**Accent Cool**
- Panatone 260
- Panatone 369

**Accent Warm**
- Panatone 124
- Panatone 166
- Panatone 1788

**ITE Logo Font Palette**

**ite**  Font
For use with “ite” text only

**Interstate Font Family**
Auxiliary organizations and publication titles
Taglines

Sample variations include:
- Interstate Light Condensed
- **Interstate Bold**
- Interstate Black Compressed