

The Ontario BioCar Initiative

Logo Contest

The purpose of this competition is to select the logo for the Ontario BioCar Initiative. The logo will be used in all communication materials related to this initiative.

Background

The Ontario BioCar Initiative represents a partnership between the automotive industry and the public sector, aimed at accelerating the use of biomass in automotive materials.

The research team from four universities: University of Guelph, University of Toronto, University of Waterloo and University of Windsor, was granted \$5.9M from the Ontario Ministry of Research and Innovation, \$5.9M matching Institutional funds and \$5.9M from 12 private sector partners. Through this public and private sector research, we will establish a globally leading initiative to bring products from the field and forest to the highway. With the focus on the replacement of petroleum-based products by biochemicals and high content bio-fibre materials, the outcomes of research will have a significant positive effect on the profitability of Ontario farming, Ontario forestry, and create a sustainable, competitive edge for the Ontario automotive value chain. For more information, please visit: <http://www.bioproductsatguelph.ca/projects/biocar.html>

Prize

The winning design will receive \$800 cash prize.

Second and third place logo designs will receive \$100 cash prize.

Competition Details

This is an open competition. Submissions from individuals and/or teams will be accepted.

The logo should be relatively simple and should have reference to the project. Elements of agriculture, forestry, automotive sector and Ontario are suggested, but are not required.

Submissions need to be in the electronic format (pdf or jpeg) to mpopov@uoguelph.ca.

Deadline for submissions is Friday, **January 18, 2008**.

Designs will be judged by the BioCar Initiative Board of Directors. The results will be announced in early February 2008.

For questions related to this competition please contact:

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