

2026 Southern Alberta Summer Games COUNTY OF FORTY MILE LOGO COMPETITION!

The County of Forty Mile is looking for a logo to use for the 2026 Southern Alberta Summer Games!

Please read the instructions carefully down below, all logo must be submitted to the Town of Bow Island Office (502 Centre Street) or email (townoffice@bowisland.com) before Monday, November 10th.

No Late Logos will be accepted.

Your logo must have the following on it: County of Forty Mile, Town of Bow Island, Southern Alberta Summer Games and the year 2026.

Please ensure that all submitted logos are in JPG or PNG format; submissions in PDF format will not be accepted. Each individual may submit only one logo, and there is no age restriction—any member of the County of Forty Mile is eligible to participate.

Applications for logos must include the following information: Name, Email Address, Phone Number, Age, and Mailing Address.

You are allowed to utilize ChatGPT or any other AI-related resources, as these will be accepted.

A useful question to consider is, "What comes to mind when I think of the County of Forty Mile?" Do you envision agriculture, antelope, Pinto Macbean, or small towns? Reflect on how to incorporate the multi-sporting event aspect into your logo design. If you need more help, go to www.southernalbertasummergames.ca to help you with some more information

Tips on how to successfully create a logo:

1. Purpose & Identity

- Message: Your logo should reflect what the Southern Alberta Summer Games stands for (e.g. athleticism, community, tradition, etc.).
- Making the logo look celebratory, inclusive, and dynamic for the County of Forty Mile, Burdett, Foremost and Town of Bow Island.

2. Simplicity

- A strong logo is clean and easily recognizable.
- Avoid overloading with too many elements, colors, or fonts.
- Simple logos scale better across different formats (from posters to shirts to social media icons).

3. Color Choice

- There are no color choice on what it has to be!
- Be mindful of color psychology (e.g. blue = trust, red = energy, gold = prestige).
- Ensure the logo also looks good in black and white.

4. Typography

- Use fonts that are legible and appropriate to the theme (culture, fun, sporty, etc.).
- Limit font use to one or two styles to maintain consistency.

5. Versatility

- Your logo should work on multiple backgrounds, sizes, and materials (e.g., digital, print, embroidery).
- Create versions for light and dark backgrounds.

6. Memorability

- Aim for a unique and distinctive design that stands out and is easy to remember.

On the back is some previous games logos you can refer too, as well as some ideas! Good Luck!

The Winner will receive a \$100.00 Cash Prize, Free entry into the Southern Alberta Summer Games 2026, a T-shirt and an opportunity to sit on the grand stage with the VIP's during the opening ceremonies!



Previous Games Logos'



Bow Island, Town of Bow Island and Village of Foremost
Logo