



TIME TO UPGRADE! CAN YOU HELP WITH A NEW LOGO???

The Executive of BBNZ has embarked on the challenging project of upgrading, modernizing and better coordinating the marketing and image of BBNZ and its BB Companies and ICONZ Units.

This involves such important matters as our web sites, letterheads, brochures, advertising, calling cards, leadership material and more. One major item is that of the BBNZ logo. We currently have the much revered and recognized logos for our BB (Boys' Brigade) Companies and ICONZ Units (see above). The 'parent body', BBNZ (The Boys' Brigade in New Zealand) also has a logo which has served well but is now overdue for a total remake. Here is our current BBNZ logo:



CAN YOU DESIGN A NEW CONTEMPORARY MEMORABLE LOGO for bbnz?

If you or any young/mature person you know has a flair for design - we invite you to submit your ideas for a new logo for **BBNZ**. There are no rules - think outside the square and come up with an icon which will be easy to recognize and contemporary. Think 'Telecom', 'Countdown', 'Genesis'. Look at 'Fonterra' - which has one master logo and logos for each of its brands such as Anchor, Tip Top, and Mainland etc.

BBNZ is the master (the parent) with its BB and ICONZ brands. We are not asking for submissions on the BB or ICONZ logos.

You are not required to use the words, "The Boys' Brigade New Zealand" in the icon, or a variation of the Boys' Brigade anchor.

START NOW!

Please submit your design for our new logo no later than **Friday 23 September**.

Should your logo/icon design be chosen you will not win a 'trip for two' but you will be recognized for designing the logo/icon for BBNZ.

Any logo/icon chosen becomes the property of BBNZ.

Please make this challenge known - there are many talented creative leaders and boys within BB and ICONZ - excite them about the opportunity to modernize our main logo.

Maybe it could be a project for your BB or ICONZ lads to work on one night.

SUBMIT YOUR LOGO/ICON DESIGN TO:

info@bb.org.nz or mail to:
The Boys' Brigade in New Zealand
P O Box 302 408, North Shore
AUCKLAND 0751

17 August 2011.