



Call for Logo Design Submissions!



The **Willmar Area Symphonic Orchestra (WASO)** is seeking a new logo — and we'd love your creative input!

We're inviting community members to design a logo that captures the energy, artistry, and spirit of our orchestra. This is your chance to showcase your talent and help shape the visual identity of one of Willmar's treasured community arts organizations!

Design Guidelines

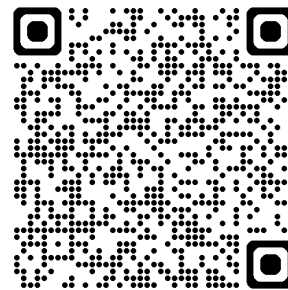
- The logo should reflect **music, community, and creativity** — the heart of WASO.
 - Keep the design simple, clear, and recognizable.
 - The final logo package should include multiple layouts (or be adaptable to modify for multiple layouts):
 - Horizontal Layout: For banners, websites and letterheads
 - Square/Circular Layout: for social media icons and merchandise
 - Use no more than **3 to 4 colors**.
 - Do not use gradients, photos, AI generated images or clip art.
 - The logo must be legible and effective in both black and white and in color. The design should contrast well against both light and dark backgrounds (e.g., the primary design should look good on a white program).
 - The logo should incorporate the acronym WASO. A secondary version of the logo may include the full name, Willmar Area Symphonic Orchestra.
 - The design should work well for both print and digital uses (posters, programs, social media, and apparel).
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Technical Requirements

- **File types:** AI (Adobe Illustrator), EPS, or SVG (vector format) **and** PNG or JPG (raster format).
 - **Resolution:** Minimum 600 DPI.
 - **Size:** At least 1200x1200 pixels for a square layout or 1200x400 pixels for a horizontal layout.
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How to Submit

- **Submit your design via Google form:** <https://forms.gle/iYWbZhikMHqvrkgY8>
- Include your **name, contact information**, and a short description (50–100 words) explaining your design concept.
- You may submit up to **two designs**.
- **Deadline for submissions:** April 3, 2026



Link to Google Form to upload logo

Selection Process

The WASO Board of Directors will select the finalists and orchestra members will vote on the winning design. Finalists may be asked to make minor revisions. The winning logo will be announced at the **May 10, 2026 WASO Young Artists Concert**.


Ownership and Rights

By submitting a logo, you agree that:

- Your design is your own work and does not infringe on any copyrights or trademarks.
 - If selected, **all rights, title, and interest** in the design will become the sole property of the **Willmar Area Symphonic Orchestra**.
 - WASO may reproduce, modify, and use the logo in any form without additional compensation.
 - Non-winning submissions remain the property of the artist, but WASO may display them for promotional purposes.
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Recognition

The winning designer will receive a **\$100 prize and a feature on WASO's website and social media** — along with the honor of creating the **official logo for the Willmar Area Symphonic Orchestra!**

 **We can't wait to see your creativity in action!**

Questions? Email us at willmarorchestra@gmail.com or visit www.willmarorchestra.com for more details.