

# NEW CENTURY NEW LOGO NEW LOOK

**CALL FOR ENTRIES!** The New Brunswick Interscholastic Athletic Association is looking to change its name to School Sport New Brunswick (SSNB) and with a new name, must come a new logo! The contest is open to all students from member schools as well as recent graduates. This is an opportunity to have your logo design be the new face of SSNB. Let your creative juices flow. The selected artist will also take home a cash prize of \$500. The chosen logo will be announced following the AGM June 13.

**EDUCATION THROUGH SPORT!** The NBIAA encourages a friendly and harmonious relationship among secondary schools of New Brunswick through the promotion of athletic teams in various activities. The NBIAA has 78 member schools and over 16,000 student-athletes who participate in NBIAA sporting events every year.

## ARTWORK CONSIDERATIONS

- The logo concept should reflect the principles of education through sports.
- It should be conceptual rather than literal
- The logo should include
  - The abbreviated name of the association “**SSNB**”
  - Suggested colours:
    - **Burgundy (#972136)**
    - **Green (#027e48)**
    - **Yellow (#f7d117)**
    - Black or white

The logo concept should work well on white and coloured backgrounds and be easily adaptable for use on the website and on social media platforms. For that reason we suggest the logo should work in a square box or circle.

You may submit an entry as an individual, or work as a team.

**JUNE 2026  
CELEBRATING 100 YEARS!**



## SUBMISSIONS SHOULD INCLUDE:

1. PDF or high quality image of the new SSNB logo
2. Name of designer(s):
3. School Name:
4. Grade or grad year
5. Description of your work:
6. A list of all color codes used.

**ENTRIES CAN BE SENT  
TO NBIAA@GNB.CA**

# DEADLINE APRIL 4, 2025

Please note that this association retains the copyright for any artwork selected for use as the SSNB logo. The NBIAA will advertise the designer(s) on our website and social media following the competition. Further revisions to the selected design may be carried out by a design agency based in New Brunswick.