Recycling Coalition of West Virginia (RCWV)

REQUEST FOR SUBMISSIONS (RFS): BRAND IDENTITY & LOGO DESIGN

Client: Recycling Coalition of West Virginia (RCWV)
Submission Deadline: November 28th, 2026, by 5:00 PM EST
Submission Address: contest@wvrecycles.com
Award: $500 Cash Prize for the selected winning design package.

ABOUT THE CLIENT

The Recycling Coalition of West Virginia, Inc. is a statewide non-profit organization dedicated to promoting waste reduction, reuse, and recycling across the Mountain State. Partnering with government, businesses, educational institutions, and fellow non-profits, RCWV coordinates critical public awareness campaigns, statewide contests, and community clean-up celebrations.

- Our Mission: To serve as a statewide education and advocacy platform uniting the public, private, and nonprofit sectors to advance waste reduction, reuse, recycling, and sustainable practices across West Virginia.
- Our Vision: Uniting government, business, education, and nonprofits for a sustainable West Virginia.

PROJECT SCOPE & OBJECTIVE

RCWV invites creative college students and professional designers to submit original, comprehensive visual identity design packages. The winning submission will be adopted as our official brand identity and used on our primary web platform (wvrecycles.com), social media channels, educational pamphlets, banners, and promotional merchandise.

DESIGN BRIEF & AESTHETIC THEMES

To align with RCWV's core values, submissions should balance environmental consciousness with a forward-thinking, professional aesthetic. Designers should draw inspiration from the following thematic directions:

- The Mountain State Connection: Subtly incorporate geographical nods to West Virginia's iconic rolling hills or state silhouette without cluttering the primary mark.
- Modern Sustainability: Avoid generic recycling clichés; instead, opt for clean lines, geometric shapes, or abstract representations of renewal, community loops, and environmental longevity.
- Accessible & Trusted Typography: Fonts should be highly legible, professional, and welcoming to appeal equally to corporate partners, government officials, and school-aged citizens.

- Impactful Simplicity: The logo should be iconic and easily recognizable, ensuring it carries high visual impact when minimized on a website header or scaled up on a community event banner.

DESIGN REQUIREMENTS & SPECIFICATIONS

Submissions must strictly adhere to the following baseline criteria to be evaluated by the Selection Committee:

1. Color Palette Limitations: Max 4 colors total.
    - *Predominant Color 1:* Blue (Hex#001ECC) (Canva #3613ec)
    - *Predominant Color 2:* Green (Hex#069427) (Canva #04a51e)
    - *Supporting Colors:* Up to 2 secondary, complementary colors may be introduced.
2. Typography & Brand Guide Elements: The final package must clearly document and map out all primary and secondary brand fonts, hierarchical typography rules, and precise hex color codes.
3. Logo Dimension & Scalability Visuals: The logo layout page within the submission must illustrate the versatility of the mark by displaying it in the following specific configurations:
    - 5" x 5" Dimension: Rendered in Full Color
    - 5" x 5" Dimension: Rendered in Black and White
    - 1" x 1" Dimension: Rendered in Full Color
    - 1" x 1" Dimension: Rendered in Black and White

SUBMISSION REQUIREMENTS

All design entries must be delivered as a single, multi-page PDF document containing your complete design package and a completed Entry & Release Form (attached as the final page of your submittal). Once winner

- Final Deliverables Notice: Once the winning design package is selected, the winner will be required to provide the original source and production file format. (AI, EPS, SVG, PNG, etc.)