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## **Accelerator Centre announces logo contest winner**

WATERLOO, Ont. -- The University of Waterloo Research + Technology Park Accelerator Centre has chosen a winner of its public logo design contest.

The logo is to represent the regional and government partners' commitment to tech-based start-ups and the community spirit of the project. Accelerator Centre partners besides UW include the federal and provincial governments, the Region of Waterloo, the City of Waterloo and the 18 community members of the board of directors representing business and academia.

The winner of the \$500 cash award and the honour of having the winning design for this community-based Accelerator Centre is the design team of Jason Erb and Alex Mohammed of Conestoga College.

The design they submitted conveys a forum where ideas are generated and solutions are found. The cyclone icon held by the two arrows indicates the continuous motion and speed of technology, while the bold condensed type is reminiscent of a strong foundation holding all the elements of acceleration.

Two honourable mentions for their design submissions go to the design team of A. Mohammed and E. Ranni from Conestoga College, and to L. Chen-Wing for her submission to the contest.

The selection committee reviewed 120 design submissions from 133 persons and -- through a strict process of criteria measurement -- chose the final logo to represent the community-based Accelerator Centre.

Selection criteria included the consideration of the goals and spirit of the project, the quality and originality of its visual imagery and sensitivity to national, cultural or religious references. The final logo must adapt well to electronic and printed media, for reproduction on small surfaces, and to use in colour, both in positive and negative form. And finally it must be an original work of the submitter and free of all copyright or other intellectual property claims.

The winning team and honourable mentions will be presented and recognized publicly at the Accelerator Centre's annual general meeting to be held Monday, June 13 at the Centre for International Governance Innovation in Waterloo.

The three winning designs will be posted on the Research Park website: [www.rtpark.uwaterloo.ca](http://www.rtpark.uwaterloo.ca). The winning contestant agrees to surrender all rights to their submission and the Accelerator Centre reserves the right to alter or modify the design.

The Accelerator Centre is a key feature of the Research Park. The Accelerator Centre will encourage the growth of high-tech firms and act as a catalyst for the creation of new products and services. It will provide a fertile environment to commercialize the innovative work done in universities and colleges, hospitals and laboratories, as well as in private sector research facilities.

The Accelerator Centre will provide a broad range of services including Intellectual Property management consultation, mentoring, access to professional service providers, community networking events and investor matchmaking with innovators. Common services, including office and meeting space, administrative services and so on will be available to clients, who will be encouraged to commercialize their ideas and ultimately lease space in other areas of the Research Park.

UW is committed to creating an innovative community-based Research + Technology Park, whose mandate is to foster radical innovation. The high ambition of the Research Park is supported by a comprehensive partnership among the university, the Government of Canada, Province of Ontario, the Region of Waterloo, City of Waterloo, Communitech, and Canada's Technology Triangle.

## **Resources**

Eds: Electronic files of logos will be available as of 3 p.m. today, please request by email: [castewar@uwaterloo.ca](mailto:castewar@uwaterloo.ca)

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