

# **USW Local 9511 – Logo Design Competition Rules & Design Standards**

## **Purpose of the Competition**

USW Local 9511 invites members, employees, and eligible family members to submit original logo designs that represent the work performed by DriveTest employees in Ontario and reflect the values and identity of the Local.

## **Who Can Enter**

- Members and employees associated with USW Local 9511
- Eligible family members
- Individuals or teams (multiple entries allowed)

## **Design Requirements**

### **Represent Ontario**

Designs must clearly reflect Ontario through symbols, outlines, or transportation themes.

### **Represent the Work We Do**

Designs should reflect driver testing, road safety, licensing, or transportation.  
The word “DriveTest” must NOT appear in the logo.

## **Union Identity**

- Must include the wording: USW9511
- Must use official United Steelworkers colours

## **Original Work Only**

- All designs must be original
- No copyrighted, stock, or AI-generated logos permitted

## **Design Standards**

- Clear, professional, and scalable
- Suitable for print and digital use
- Accepted formats: JPEG, PNG, PDF, AI, SVG
- White or transparent background preferred

## **Judging Criteria**

Compliance, creativity, Ontario representation, DriveTest work representation, USW identity, and visual clarity.

## **Ownership & Use**

USW Local 9511 retains ownership of the winning design and may modify and use it for all union purposes.

## **Submission Deadline**

April 30, 2026

## **Final Decision**

The decision of the judging panel is final.