

REACH Logo Contest

Guidelines & Submission Instructions

The REACH program is excited to invite submissions for a new logo that reflects our mission, values, and community. This is an opportunity to help shape the visual identity of REACH while showcasing your creativity.

Contest Overview

We are seeking a logo that represents REACH as a collaborative, community-engaged research and training program. Designs should reflect innovation, inclusivity, and partnership.

Eligibility

- Open to Consumers supporting Health Care for the Homeless programs and/or related research
- Preference for individuals with **lived experience**

Prize

- One winning design will receive a **\$700 prize** (awarded as a gift card or equivalent)

Design Guidelines

Branding Considerations

- Reflect REACH's focus on:
 - Community engagement
 - Research and innovation
 - Collaboration between clinicians, researchers, and people with lived experience
- Design should be:
 - Simple, memorable, and versatile
 - Suitable for digital and print use
 - Scalable (clear at small and large sizes)
- Avoid overly complex or highly detailed elements

Suggested Colors

Designers are required to use existing REACH website colors, along with black and white.

HEX Color Codes:



#245a7a



#cbf0f1



#a9d5bf



#2e5b57

- 255A7A – *deep blue*
- 2E5B57 – *deep teal*
- 3B88B5 – *sky blue*
- A9D5C0 – *mint*

File Requirements

- Submit logo in one or more of the following formats:
 - PNG (high resolution)
 - Vector file (e.g. SVG, if available)
- Include:
 - Full-color version
 - Black-and-white version (if possible)

Submission Instructions

Please submit your design through [the REACH website's "Logo Competition" form](#) and include:

- Your name and contact information
- Description of how you are a Consumer supporting Health Care for the Homeless programs and/or related research
- A brief description (2–3 sentences) explaining your design concept
- Your logo file(s)

 Submissions must be original work. By entering, participants agree that the selected logo may be used and adapted by REACH for branding purposes.

Timeline

- Submissions Close: August 16, 2026
- Review Period: August 16 – September 18, 2026
- Winner Announced: End of September 2026

The REACH team will review submissions and select a winner based on creativity, alignment with mission, and usability.

***The REACH team may request minor revisions prior to final approval. Once finalized, the winning designer will be expected to provide the completed logo in standard file formats suitable for web, print, and future branding use.*