

THIRD ANNUAL



# \$25,000 contest

Doing good for the world is any organization's badge of honour. Ion Branding + Design is looking for a project that positively contributes to the well-being of our world. Your organization's project could be environmentally, socially or economically focused. Ion will donate \$25,000 worth of creative services to promote your winning idea.

SUBMISSION DEADLINE JULY 3rd 2009

[onegoodidea.ca](http://onegoodidea.ca)





One Good Idea™ '09

The Third Annual  
\$25,000 Ion Branding + Design  
Sustainable Ideas Contest

Doing good for the world is any organization's badge of honour. Through our third annual One Good Idea™ contest, Ion Branding + Design is looking for a project that positively contributes to the well-being of our world. Your organization's project could be environmentally, socially or economically focused. If your submission is selected, Ion will donate \$25,000 worth of creative services to promote your winning idea.

At its core, sustainability is an expression of the desire to find balance and harmony among the competing social, economic and environmental drivers of culture. It's about trying to fashion a better society. While most would agree that we all want to make a difference, we would probably also agree that we feel overwhelmed about how to make it real. Our One Good Idea™ contest endeavors to remind people that even small steps can contribute to massive change. One Good Idea™ is all it takes.

So what's your idea?



## Proposal Criteria

Entry proposals must include the following information:

- A single sentence that summarises your pitch.
- Tell us why your One Good Idea™ is the best, most interesting and most sustainable idea that simply must get out there.
- Implementation plan – give us an idea of how you would implement the idea and what you would look to Ion to produce using the prize value. Bear in mind that we are looking for project based ideas, so a well considered implementation plan will get special consideration.
- An explanation of how you would provide recognition for Ion.
- Company information, including: contact name and email, company name, address, phone number, website address and a brief corporate overview.
- Proposals should not exceed ten (10) typeset pages.
- Submissions accepted via email only: [enter@onegoodidea.ca](mailto:enter@onegoodidea.ca)
- Deadline for entries is Friday, July 3, 2009 @ 4 pm PST.

## Selection and Judging

Valid submissions will be judged based on the following criteria:

- Your project will effectively use the scope of services offered by Ion Branding + Design.
- Your project will have a real impact on the world.
- Your project will have a realistic chance at establishing itself as a marketable idea, service or product.
- Your project will effectively educate the average person on how they can become part of a sustainable solution.
- Your project will actively serve at least one of the tenets of sustainability: social, environmental or economic sustainability.



## Rules and Regulations

By entering contest, you confirm your acceptance of the rules and regulations set out here by Ion Branding + Design

No purchase necessary.

**1.0 Eligibility:** Entrants to One Good Idea™ Sustainability Contest ("the Promotion") must be Canadian citizens or a legal business entity doing business in Canada. Entrants must demonstrate that the idea is original and does not infringe, borrow or steal someone else's intellectual property. The Promotion is subject to all applicable federal, provincial, territorial, and municipal laws and regulations. Void where prohibited.

**2.0 Sponsor:** Sponsor/Administrator: Ion Branding + Design, 948 West 7th Avenue, Vancouver, BC V5Z 1C3

**3.0 Agreement to Official Rules:** By participating in the Promotion, entrant warrants that he/she fully and unconditionally agrees to and accepts these Official Rules and the decisions of the Sponsor and/or Administrator, which are final and binding in all matters related to the Promotion. Winning a prize is contingent upon fulfilling all requirements set forth herein.

**4.0 Timing:** The Promotion begins at 12:00 pm Pacific Time ("PT"), April 3, 2009 and ends at 4:00pm PT, July 3, 2009 (the "Promotion Period"). Administrator's computer is the official time keeping device for the Promotion.

**5.0 Prize Selection and Verification:** All potential winning ENTRIES are subject to verification by Sponsor or administrator, whose decisions are final AND BINDING. Entries are void if not submitted in accordance with these official rules. An entrant is not a winner of any prize, even if the PROMOTION SHOULD so indicate, unless and until entrant's eligibility and the potential Winning ENTRY has been verified and entrant has been notified BY SPONSOR that verification is complete.

**6.0 Prize:** Ion will contribute \$25,000 in Strategy and Design services. There is no cash value of the prize. The prize budget must be applied to a specific project as indicated below and cannot be applied to a new or existing comprehensive marketing campaign or partial project.

Possible uses for the prize budget, include: Branding + Identity; Website; Brochure; Annual Report; Packaging; Promotional Materials.

All expenses and incidental travel costs not expressly stated in the prize package description above, including but not limited to, ground transportation, meals, incidentals, passenger tariffs or duties, surcharges, airport fees, service charges or facility charges, personal charges at lodging, security fees, taxes or other expenses are the responsibility solely of winner.

**7.0 Publicity:** Except where prohibited, participation in the Promotion constitutes winner's consent to Sponsor's use of winner's name, likeness, photograph, voice, opinions, biographical information, and address for promotional purposes in any media without further payment or consideration.

**8.0 Submission Requirements:** Proposals and/or photos (a "Submission" or "Submissions") must not be inappropriate, indecent or obscene, as determined by Sponsor in its sole discretion. Proof of submission or sending the Submission is not proof of receipt by Sponsor. All Submissions become the exclusive property of Sponsor, and none will be acknowledged or returned. Sponsor shall have the right to edit, adapt, and publish any or all of the Submissions submitted without compensation to the entrant, his or her successors or assigns, or any other entity. Sponsor is not responsible for lost, late, incomplete, invalid, unintelligible, illegible, misdirected, submissions which are void. In addition, by entering, ENTRANTS represent and warrant that the SUBMISSIONS that they submit:

- are original and are not and have not been previously published, released or distributed in any form;

- do not include any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic, or profane content. This means, for example, that they are not sexually explicit and that they do not contain any offensive content, or nudity;

- do not include any material that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability, or otherwise violate any law;

- are consistent with standards for family audience viewing; and

- do not contain or infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property rights of any third person or entity.

**9.0 Release:** By entering this Promotion, entrant agrees to release and hold harmless Ion Branding + Design, any promotional partners or prize suppliers, and each of its and their respective officers, directors, employees, and agents (collectively the "Released Parties") from and against any losses, damages, rights, claim or cause of action of any kind arising, in whole or in part, directly or indirectly, out of participation in One Good Idea™ 2009 – \$25,000 Ion Design Sustainable Ideas Contest Promotion or resulting directly or indirectly, from acceptance, possession, use, or misuse of any prize awarded in connection with the Promotion, including without limitation personal injury, death, and/or property damage, as well as claims based on publicity rights, defamation, and/or invasion of privacy.

**10.0 Disputes:** Entrant agrees that: (i) any and all disputes, claims and causes of action arising out of or connected with this Promotion, or any prizes awarded, other than the administration of the Promotion or the determination of winners, shall be resolved individually, without resort to any form of class action, and exclusively by the Courts of British Columbia, Canada; (ii) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Promotion but in no event attorneys' fees; and (iii) under no circumstances will entrant be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. **SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU.** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of the entrant and Sponsor in connection with the Promotion, shall be governed by, and construed in accordance with, the laws of Province of British Columbia, without giving effect to any choice of law or conflict of law rules (whether of the Province of British Columbia or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the Province of British Columbia. For Residents of Quebec Only: Any litigation respecting the conduct or organization of a publicity contest may be submitted to the Régie des alcools, des courses et des jeux for a ruling. Any litigation respecting the awarding of a prize may be submitted to the Régie only for the purpose of helping the parties reach a settlement.

**11.0 Entrant's Personal Information:** Ion Branding + Design is committed to protecting your privacy. Any personal information collected from you in the course of the Promotion will be subject to Ion Branding + Design's Privacy Policy posted on the Website. Personal information will be disclosed and used by the Released Parties for the purpose of administering the Promotion in accordance with these Official Rules, administering warranties, or where required or permitted by law.

**12.0 Winner List:** Promotion results and/or a copy of these Official Rules may be obtained by sending a self-addressed, stamped envelope to the "One Good Idea™ 2009 – Ion Branding + Design Sustainability Contest", 948 West 7th Avenue, Vancouver, BC V5Z 1C3 Canada. Requests must be received by July 3, 2009 for the winner list. Requests for the Official Rules may omit return postage.



## Ion Branding + Design Launches Third Annual One Good Idea™ \$25,000 Sustainable Ideas Contest

Vancouver, April 3, 2009 – Ion Branding + Design, a Vancouver-based multidisciplinary graphic design studio, today announced the launch of their third annual One Good Idea™ contest. Doing good for the world is any organization's badge of honour. Through their third annual One Good Idea™ contest, Ion Branding + Design is looking for a project that positively contributes to the well-being of our world. An organization's project could be environmentally, socially or economically focused. The submission with the most merit will receive \$25,000 worth of Ion's creative services.

At its core, sustainability is an expression of the desire to find balance and harmony among the competing social, economic and environmental drivers of culture. It's about trying to fashion a better society. While most would agree that we all want to make a difference, we would probably also agree that we feel overwhelmed about how to make it real. Our One Good Idea™ contest endeavors to remind people that even small steps can contribute to massive change. One Good Idea™ is all it takes.

"We have done a lot of pro bono work over the years, but until we created this contest, it never really had a focus," says Ion Branding + Design co-founder David Coates. "We believe that this contest is an excellent opportunity to provide this focus and to promote sustainability by helping to develop a tangible product or service that will benefit humankind today."

"Sustainability is in the news a lot lately, and though it affects us all it's difficult to understand what sustainability really means," says Ion co-founder Rod Roodenburg. "We want to give back a little to the community and support the development of a good idea so it can become marketable."

The contest is open to any Canadian company or organisation that meets contest criteria. The submission deadline is July 3th, 2009. Visit [www.onegoodidea.ca](http://www.onegoodidea.ca) for submission info.

### About Ion Design

Founded in 1988, Ion Design is a Vancouver-based multidisciplinary graphic design studio that develops design and strategic solutions for local, national and international clients. For more information on Ion Design, please visit [www.iondesign.ca](http://www.iondesign.ca).

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For more information contact: David Coates, 604 682 6787 x15 | [david@iondesign.ca](mailto:david@iondesign.ca)



## Ion Announces One Good Idea™ \$25,000 Contest Winner

Vancouver, May 29, 2007 – Ion Branding + Design, a Vancouver-based design studio, today announced the winner of the One Good Idea™ – \$25,000 Sustainable Ideas Contest. And the winner is ... the Sustainability Solutions Group Workers Cooperative (SSG) based in Montreal. The SSG has won \$25,000 worth of strategy and creative services to develop their One Good Idea™. Ion will begin working with the contest winner June 4 to develop a campaign strategy and promotional package.

SSG Director Geneva Guerin is thrilled, she said “we been developing an idea for a climate change initiative for a while now, but have been a bit stalled in launching it.” She added that “as though someone waved a magic wand, the One Good Idea™ contest fell into our laps, and our proposal was selected. We very much look forward to collaborating with Ion on this project.”

SSG’s great idea will engage the public with a new mantra for the sustainability movement. The campaign will revolutionize how citizens think about their greenhouse gas emissions in a way that inspires and motivates them to take action.

Ion assembled a panel of distinguished judges to select the proposal with the most merit – Dr. Freda Pagani, Founder and Past Director of UBC Sustainability Office; Dean McNeill, MGDC, National President of the Society of Graphic Designers of Canada; and Michael Mucha, Director of Public Works for the City of Olympia, WA. All proposals were required to be submitted in PDF format, and the judges reviewed proposals and ‘met’ online through the help of collaborative software.

Dean McNeill described the SSG’s proposal as “topical, simple and potentially a rallying call for generations to come.” Mr. McNeill believes that “SSG’s idea has the vision and power to potentially affect a dramatic change in the consciousness of millions towards improving our world.” He also added that “the detail and thought provided stood out amongst the many fine submissions, and seems a perfect fit for the creative talents of the Ion team.”

Dr. Pagani was also pleasantly surprised by the quality of the ideas the contest has generated, she added “there were several entries that had the potential to become significant change agents, but I believe the SSG’s proposal has the most potential to create real change.”

David Coates, FGDC, Ion Branding + Design Partner says “We are really excited that SSG’s proposal was chosen by the judges because not only is their idea strong, but there is already synergy between some of our existing clients and their affiliates. We eagerly anticipate working with SSG to develop their idea and bring it to market. I would also like to thank all the One Good Idea™ proponents for their sustainable concepts and submissions, and encourage them to submit again next year.”

For more information about the contest visit [onegoodidea.ca](http://onegoodidea.ca).

### ABOUT ION DESIGN

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For more information on Ion Design, please visit [www.iondesign.ca](http://www.iondesign.ca).