

Canadian Supply Chain Sector Council

Press Release

CSCSC Student Design Competition: Winning Logo Gives the Council a New Look

June 13, 2007, Mississauga, Ontario – A design created by Nicola (Nick) Trentadue has been chosen from among 13 submissions as the new logo of the Canadian Supply Chain Sector Council (CSCSC). Nick's crisp, professional-looking design both captures the feel of a link chain – reflecting the linkage of organizations within a supply chain – and provides a look of authority for the Council to support its leadership role in the supply chain sector.



**Canadian
Supply Chain
Sector Council**

**Conseil canadien
sectoriel de la chaîne
d'approvisionnement**

The 13 designs offered by students of all ages from across Canada displayed a thoughtful approach to incorporating the themes of supply chain and human resources with which the Council is concerned. A panel of six judges considered several factors in evaluating the designs, including their abilities to both provide information about the purpose of the Council and work equally well in English and French, and their visual appeal.

Judges in the competition were:

- Chrissy Aitchison – CITT
- Claude Chouinard – Camo-route inc.
- Carolyn Clark – Larter Advertising
- Sharon Ferriss – Purchasing Management Association of Canada
- Peter Jackson – George Brown College
- Alison Toscano – Supply Chain & Logistics Association Canada

Nick is a continuing education student, working toward his Bachelor of Design degree, at the Ontario College of Art & Design, from which he graduated in 1995 after completing a four-year Communications & Design program. He won OCAD's Southam Award for Excellence in Graphic Design during his second year, in 1991, and the Tony Cooper Tuition Scholarship for Excellence in Communication & Design in 1992. Nick currently works as Senior Designer at Body Plus, a distributor of health-food supplements.

As the winner of CSCSC's design competition, Nick will receive a \$1,000 prize.

The CSCSC's new logo will appear soon on its website, stationery and all printed materials.

The Canadian Supply Chain Sector Council is an all-stakeholder, not-for-profit organization responsible for the human resources strategy for the supply chain sector in Canada. The CSCSC is funded by the Government of Canada's Sector Council Program.

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