

Design Brief - Logo for TiECon Canada

Background for TiECon Canada

What is TiECon Canada?

TiECon Canada is TiE's flagship conference for entrepreneurs, SMEs, industry veterans, investors, and other members of the Canadian business community. Organized in partnership with Canadian sister chapters in Toronto and Vancouver, and global TiE chapters in Silicon Valley and Boston, this event features industry leaders, technology gurus and investors from different sectors and all spheres of business.

Core Values and Philosophical Framework – TiE Ottawa (ottawa.tie.org)

TiE is a non-profit organization of individuals who share mutual respect and meritocracy as their core values. This organization is chartered by entrepreneurs, corporate executives and senior professionals with the explicit goal to benefit entrepreneurs.

The term of entrepreneurship refers to new, start-up ventures as well as enterprises within larger companies. With ever shortening product life cycles and global competition, entrepreneurship will become increasingly more critical for survival even for large corporations. It is in this spirit of risk taking and decisive action by visionary individuals with talent and conviction that TiE strives to encourage.

TiE respects religious, ethnic and political diversity, and expects the same from its members. TiE as an organization does not have any political or religious affiliation or agenda.

TiE takes its responsibility very seriously, and has developed a philosophical framework to guide its actions:

Emphasize value-creation through informed entrepreneurship

Always provide uplifting positive leadership role model

Be idea and value driven

Be an open, inclusive, and transparent organization

Maintain high ethical standards

Display a rigorous, intellectually honest behavior

Be modern, scientific and forward

Be socially responsible

Be intolerant of pettiness, divisiveness and corruption.

What we want

We are looking for a Conference Logo that can be used on our Website and communications to our membership base and stakeholders. It should represent the dynamic nature and attributes of Entrepreneurs in general.

Colours: optional no real preference, but our existing colours are Red White and Blue.

General TiE Logo is:



TiECon Canada 2015 – theme is Future Entrepreneurship. New World – New Rules – No Limits.

Links to past TiECon Canada Events

TiECon Canada 2014 <http://tieconcanada.org/pastyears/2014/>

TiECon Canada 2013 <http://tieconcanada.org/pastyears/2013/>