

Why a Mascot?

Our ORC acronym presents a unique opportunity to create a memorable brand identity with a **fun and cute orc character** that embodies our community's spirit.

Mascots create an **emotional connection** with audiences, increasing brand recognition by up to 40% compared to text-only branding.

They humanize organisations and give them personality.

- Creates instant visual recognition
- Builds emotional connection with audience
- Differentiates from competitors
- Provides consistency across platforms



*AI Examples

Conceptualizing the ORC Mascot



Balancing Traditional and Approachable

Our mascot should balance classic orc traits (like green skin and tusks) with a friendly and approachable design.

Embodying the ORC Brand

The design will incorporate elements that align with the ORC brand and visually express security and trust (e.g. shields).

Versatile

Our mascot needs to work across various contexts, from social media to swag, requiring a design that scales well and works in different poses.

Design Contest Process

Contest Platform

We'll host our design contest on 99designs.ca, a platform specializing in crowdsourced creative work with professional designers worldwide.

Design Brief

- Character must be recognizably an "orc"
- Must be cute, friendly, and approachable
- Should include ORC brand elements
- Developer Personality - incorporating subtle tech elements like headphones, glasses, or a laptop to reflect our community's technical side.
- Must work in various formats and sizes

Selection & Voting Timeline

The staff will review all submissions based on creativity, alignment with brief, and technical quality to select 3-5 finalists for community voting. This period will last a **maximum of 7 days**.

H2 potential events

Event	Dates	Location	Involvement level	Proposed Communication actions
Global Collaboration on Wallets and Credentials	1-2 July	Geneva	Organizing a session	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event
Open Source Summit	25-28 Aug	Amsterdam	Speaking	<ul style="list-style-type: none">• Socials - Participation + key messages• Speaker support kit
Comply.Land	11-12 Sept	Malta	Speaking + Community event	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event
The Things Conference	23-24 Sept	Amsterdam	Speaking + panel + booth	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event• Video promotion
Nordic Software Security Summit	1-3 Oct	Stockholm	Speaking + Community event	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event
Code & Compliance ORC Community Day	22-23 Oct	Brussels	ORC Event	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event• Video promotion
OSXP 2025	10-11 Dec	Paris	Speaking + Panel	<ul style="list-style-type: none">• Socials - Participation + key messages• Blog pre and post event