

NORTHERN LAKES FIRE DISTRICT

OFFICIAL SHOULDER PATCH ★ DESIGN CONTEST ★

HELP CREATE THE SYMBOL OF OUR SHARED FUTURE.

Pequot Lakes Fire District is the same dedicated firefighters, equipment, and service our community has always counted on.

We are rebranding to Northern Lakes Fire District to recognize and include all the communities we proudly serve—Breezy Point, Pequot Lakes, Jenkins, Jenkins Township, Loon Lake Township, Poplar Township, Maple Township, and surrounding areas.

**One department. One mission.
Stronger together.**

NEW NORTHERN LAKES FIRE DISTRICT PATCH



Design
This
Area
Only

**CONTEST IS FOR THE CIRCULAR CENTER EMBLEM ONLY.
ALL OTHER ELEMENTS WILL REMAIN THE SAME.**



CONTEST TIMELINE



CONTEST OPENS

Friday, July 31, 2026



SUBMISSION DEADLINE

Thursday, August 13, 2026,
at 4:30 p.m.



FIRE DISTRICT BOARD REVIEW & SELECTION

Thursday, August 13, 2026
(The Fire District Board will select
the winning design from all entries received.)



WINNING DESIGN ANNOUNCED

Late August 2026



THIS IS A REBRAND, NOT A FULL REDESIGN.

Please focus your creativity on the circular
center emblem only.



DESIGN CHALLENGE

Create the center emblem that will appear inside the official
Northern Lakes Fire District shoulder patch.

- Represent the Northern Lakes Fire District
- Reflect our lakes, forests, Northwoods landscape, and a commitment to service
- Symbolize the Fire District as a whole—not any one city or community
- Be bold, simple, and easily recognizable
- Fit within the circular design area
- Be entirely original artwork

PLEASE DO NOT INCLUDE:

- ✗ The Pequot Lakes bobber
- ✗ Landmarks or symbols representing only one community
- ✗ Business logos
- ✗ Copyrighted artwork
- ✗ Excessively detailed illustrations that cannot be embroidered effectively



WHO CAN ENTER

Open to individuals who live, work, own property, or attend school within the Northern Lakes Fire District service area.

Artists of all experience levels are encouraged to participate!



SUBMISSION REQUIREMENTS

Each submission must include:

- Original artwork
- Brief description (100 words or fewer)
- Name, mailing address, phone number, and email address

ACCEPTED DIGITAL FORMATS:



Hand-drawn artwork is welcome and may be submitted in person or scanned.

QUESTIONS & DESIGNS

Email all questions and designs to:
chief@pequotlakesfiredistrict.com



JUDGING CRITERIA

The Fire District Board will evaluate entries based on:

- Creativity
- Originality
- Representation of the Northern Lakes region
- Suitability for embroidery
- Overall visual impact
- Ability to represent the Fire District for many years



OFFICIAL RULES

Each participant may submit up to three original designs. Artwork must be the entrant's own original creation.

- Artwork generated wholly or substantially using AI is not eligible.
- By submitting, entrants grant the Northern Lakes Fire District the irrevocable right to use, reproduce, modify, adapt, and produce the design for official District purposes without additional compensation.
- Ownership and all intellectual property rights to the winning design become the property of the Northern Lakes Fire District upon selection.
- The selected artwork may be modified by professional graphic artists to meet embroidery, manufacturing, and branding requirements.
- The Fire District reserves the right to reject any and all submissions and to choose from the submissions received or use any other design not submitted if it is in the best interest of the District.



SUBMIT YOUR DESIGNS & QUESTIONS TO:
chief@pequotlakesfiredistrict.com



OR SUBMIT IN PERSON:
Pequot Lakes City Hall
or Breezy Point City Hall

