

# Town of Geneva, NY Logo Contest

*Calling all students, artists, and inspired community members!*

The Town of Geneva, NY is looking for a new visual identity and needs your help. We are seeking current or former Geneva Residents (including students in the district or local colleges, HWS and FLCC), who can design a creative, innovative and professional logo design. The logo should be recognizable and help promote our Vision Statement:

*The Town of Geneva aspires to be a thriving, diverse, and sustainable community that balances livability, environmental preservation, and commerce. Future growth should occur in a compact, sustainable form within existing developed areas close to the City of Geneva, which is a commercial and cultural center. The landscape will continue to be predominantly agrarian, accentuated by woodlands, a varied terrain, historic homes and farmsteads, and vistas of Seneca Lake.*

The rest is up to you! Please read below for more details regarding logo design, contest rules & submission requirements.

## **How to Enter the Contest**

The contest begins on **January 18, 2018**. Submissions will be accepted through **February 26, 2018**. Winners will be announced via our website, social media websites and by direct contact to the winner's email account. In order for your entry to be submitted and reviewed by our judges, all entries must be:

1. Submitted directly to Jeff Dunham: [Jeffdunham@townofgeneva.com](mailto:Jeffdunham@townofgeneva.com)
2. Submitted in their original source file and
3. Submitted as a high resolution .pdf with 300 dpi or higher.

## **Logo Requirements**

- **Professional:** This logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc). As a result, while we want the logo to be eye-catching, it must still be legible. The logo should be scalable to various sizes.\*

## **Theme:**

- Logo must promote the mission of the Town of Geneva:

*A thriving, diverse, and sustainable community that balances livability, environmental preservation, and commerce. Future growth should occur in a compact, sustainable form within existing developed areas close to the City of Geneva, which is a commercial and cultural center. The landscape will continue to be predominantly agrarian, accentuated by woodlands, a varied terrain, historic homes and farmsteads, and vistas of Seneca Lake*

- Design should be reflective of the ideas in this vision.

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- **Color:** There are no limitations and any colors may be used. However, logo must also work in black and white.
- **Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting.

## Contest Details

Winners will be selected by the Town of Geneva Communications Committee. Contestants agree that the Town of Geneva may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to The Town of Geneva NY. Additionally, The Town of Geneva, NY may alter, modify or revise the logo as it sees necessary to achieve the goals of the Town. The Town of Geneva reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

## Prize

Contest winner will receive \$200 Visa Gift Card (and bragging rights!).

*\*Letterhead and business cards: 3/4 " tall by 1 1/2 wide, not to exceed 1x2.*

*Mug: 1 3/4 x 2 1/2. No larger than 2 x 3.*

*Shirt: 1 1/2 x 3. No larger than 2 x 4*