

## **New Albany Bicentennial Logo Contest and Guidelines**

**This contest is open to any Floyd County native or anyone who lives or works in Floyd County. It must be entirely the work of the individual submitting the entry.**

**All entries must be received no later than October 23, 2010. Entries received after that date will not be considered.**

### **DESIGN REQUIREMENTS**

- Must include the words, *New Albany Bicentennial 1813- 2013* and the theme, *By the River's Edge*, but the core design elements must also be able to stand on their own without these words. Must not contain any other words, phrases or numbers.
- Must be instantly recognizable and should give a feeling of community and civic pride.
- No blended color designs or gradients
- Must also be suitable for rendition in a monochrome version (black, grays and whites), black on white and white on black.
- Must be rendered in color, with up to 3 Pantone ® colors
- Design submission should not have been used previously in public and cannot use any portion of the logo of another organization.
- Must be able to be manipulated (in regard to size) and widely adaptable for use in a variety of ways.

### **DESIGN GUIDELINES**

#### **HARDCOPY DESIGNS:** (non computer generated)

- Produce the design within the space of a 8.5 x 11 size sheet of paper
- Do Not Fold Your Design – Please make notations on outside of envelope “DO NOT FOLD”

**If you submit a hard copy and your design is chosen, you are responsible for providing electronic files of your design according to all the design requirements in these guidelines.**

#### **COMPUTER GENERATED DESIGNS:**

- Vector format
- Design image should fit within the space of an 8.5 x 11 page
- If sending by US Mail, please use either CD-Rom or DVD

### **DESIGN SUBMISSION**

Designs may be submitted by US Mail or dropped off at the following during regular business hours:

Carnegie Center for Art and History  
201 E. Spring St.  
New Albany, IN 47150  
944-7336

The Tribune  
303 Scribner Dr.  
New Albany, IN 47150  
944-6481

New Albany-Floyd County Public Library  
180 W. Spring St.  
New Albany, IN 47150  
944-8464

**Please ensure that your design includes the following:**

- 1) Full Name 2) Mailing Address 3) Telephone Number 4) Email Address
- You may submit more than one design
  - All designs should be submitted in a sealed envelope

**US MAIL:**

- US Mail submissions should be sent to: Carnegie Center for Art and History  
201 E. Spring St.  
New Albany, IN 47150  
ATTENTION: Logo Contest

**LEGAL INFORMATION**

- When you submit a design/image, you are expressly stating that the submission is entirely your original work and was not created as a work for hire,
- When you submit a design/image, you are expressly stating that the design/image has not been licensed to any other entity,
- By submission of a design, if said design is selected, you are expressly granting the New Albany Bicentennial Commission full and complete assignment of the intellectual property rights you have in the submitted design or image including copyright, trademark and/or patent interests.
- The selected design may be reworked to prepare it for use.
- Intellectual property rights including trademark and/or patent rights of the selected design or image are owned and controlled by the New Albany Bicentennial Commission.
- Works submitted in formats which do not conform to the contest guidelines will not be considered eligible for judging.
- All decisions by the New Albany Bicentennial Commission will be considered final.
- The New Albany Bicentennial Commission is not responsible for lost, late, damaged (in the US Mail or otherwise) or never received submissions.

**WINNING DESIGN**

- The Logo Contest winner will be announced and the logo unveiled to the public during a special event, date and location to be announced.
  - After unveiling, the winning design will become the Official New Albany Bicentennial logo and will be used in various promotional materials including, but not limited to: website, brochures, letterheads, envelopes, banners, signs, posters business cards and advertisements.
  - The winning design will be prominently featured in a front page article in the Tribune, on the Tribune website, the New Albany Bicentennial website, as well as on New Albany Bicentennial apparel and merchandise.
  - The Logo Contest Winner will receive a prize package which will include a \$200 cash award and recognition in the official New Albany Bicentennial program booklet.

BY SUBMITTING A DESIGN FOR THE NEW ALBANY BICENTENNIAL LOGO CONTEST –  
YOU THEREBY AGREE TO ABIDE BY THE RULES AND GUIDELINES OF THE NEW ALBANY  
BICENTENNIAL LOGO CONTEST

The New Albany Bicentennial Commission thanks you for your consideration of the Logo Contest. For additional information contact: [snewkirk@carnegiecenter.org](mailto:snewkirk@carnegiecenter.org).

**For information about New Albany's history and heritage, visit the following:  
New Albany-Floyd County Public Library, Carnegie Center for Art and History,  
Floyd County Historical Society Padgett Museum, Division Street School,  
Culbertson Mansion.**