



Bloom & Wallace Digital Arts Lab **Logo Contest Description, Guidelines & Rules**

The Alliance for the Arts (AFTA) is launching the Bloom & Wallace Digital Arts Lab - the first of its kind in Lee County - providing opportunities for the public of all ages and abilities to explore and hone skills in writing, filmmaking, podcasting, digital design, computer generated paintings, photography, digitally created music, e-books, 3D design, editing and other creative applications. The Bloom & Wallace Digital Arts Lab will provide the creative community the opportunity to learn and create on state-of-the art hardware and a full suite of Adobe software, expanding arts instruction, responding to community needs, providing educational support for future careers and taking the Alliance to new heights. The Bloom & Wallace Digital Arts Lab will increase digital literacy and continue to eliminate barriers to arts participation.

AFTA is seeking a Bloom & Wallace Digital Arts Lab logo that captures the spirit and intention behind this new space. That's where the public comes in! We are holding a competition for a new logo to be used across a variety of platforms, including, but not limited to, our website, social media sites, merchandise and promotional materials. A prize of \$500.00 and an Alliance Traveler Membership, good for one year, will be awarded for the winning entry. We are seeking a creative, professional, stylized logo that embodies the use of this new space and reflects our mission to advance our community through the arts.

The contest is open to submissions from anyone. Contestants can work in groups or individually; only one (1) prize will be awarded, regardless of group size.

Submission Guidelines

The Bloom & Wallace Digital Arts Lab logo contest **opens June 15, 2023 and closes July 7, 2023**. Late entries will not be considered. The winner will be notified via email on **July 17, 2023**. One or more entries per person or group will be accepted. Each entry must be submitted in a separate form. Entries must be submitted electronically via the online form <https://www.artinlee.org/logosubmission/>, and must include the full name(s) of the logo creator, email address, postal address, and a contact phone number. There is no fee to enter this contest.

Logo Design Specifications

The logo should be adaptable to different iterations in size and application and reflective of the creative nature of the space. It should also include the official name of the lab, Bloom & Wallace Digital Arts Lab. **Please note an ampersand must be incorporated into the design.** This logo will be used across multiple web platforms and must be flexible enough to use in multiple iterations of sizes and color formats. The final product should include an all-white version, an all-black version and a full-color version (if the designer/s choose to use color.) The winning logo

will be easy to manipulate, resize, and transfer for all purposes of reproduction. Both vertical and horizontal layouts are preferred, with dimensions conducive to use in website banners and printing on t-shirts. The logo's color profile must be CMYK (with a maximum of six colors) that can also be converted to black and white. Logos with color gradients and half-tones are not advised. **Competition entries must be submitted as a JPEG file. Other file types will not be considered during judging.** AFTA will later request that the contest winner provide a scalable vector graphic format (EPS) version of their winning logo, with the file and assets packaged for delivery. Files must retain transparency. Type must be converted to outlines. All type should be large enough to be legible in smaller formats, such as for mugs or other merchandise.

Intellectual Property

By submitting a competition entry, competition entrants affirm that their entry is their own original work, is not derivative in nature (including to the entrant's own prior work), and does not violate the intellectual property rights of any other individual or entity. The winning submission becomes the property of AFTA and may be used for any AFTA purpose, including, but not limited to, our website, social media sites, merchandise, and promotional materials. AFTA shall have the right to modify or edit the winning submission for any use deemed appropriate by AFTA. AFTA reserves the right to choose not to use the winning entry. If the winner of this competition is determined to have violated any contest rules, they will be required to forfeit or return the prize.

Determination of Winner and Issuing of Prize

A panel of judges from AFTA and members of AFTA staff will select the finalists and vote on a winner. Factors influencing the judges' decision will be based on (1) visual appeal; (2) relevance to the Lab's theme; and (3) ease of reproduction for various purposes, as outlined above. A prize of \$500.00 will be awarded for the winning entry. Only one (1) prize will be awarded, regardless of group size. The winner will be notified by email by **July 17, 2023** and will be announced in a press release, on social media channels, the AFTA website and the AFTA newsletter.

Disclaimer

AFTA is not responsible for late, lost, misdirected, incomplete, illegible, or otherwise unusable competition entries, including entries that are lost or unusable due to computer, internet, or electronic problems. AFTA reserves the right to cancel or modify this competition and award the prize by alternate means if fraud, intellectual property violations, or technical failure of the Contest is determined at any time by AFTA, including after the competition entry submission window has closed. AFTA is not liable, for the purposes of winner notification and prize delivery, in the event that the contest winner has provided incorrect, outdated, or otherwise invalid contact information. Award payments are limited to those individuals and institutions that are operating within countries the United States deems approved for business and legal to remit monies from the United States. Remittance will only be made upon satisfactory information regarding individual and necessary disclaimer being received by the AFTA. Payment will be made by check

Terms and Conditions

By entering this contest, entrants agree to be bound by these contest rules. Rule violations or failure to follow specification or submission guidelines may eliminate a participant's eligibility. AFTA retains the right to disqualify any entry or contest entrant at any time at its sole discretion.
