

East Longmeadow 125th Anniversary Logo Contest

The 125th Anniversary Committee invites residents of East Longmeadow to submit designs for a logo to be adopted as the key visual symbol of the Town's 125th Anniversary Celebrations.

The THEME for the anniversary is "East Longmeadow: Historic Past, New Beginnings," to acknowledge the town's rich history while recognizing the opportunities for positive change and growth into the town's future.

The logo will be used in a variety of forms to identify and publicize the events planned around the anniversary celebration and will adorn a wide variety of commemorative items, publications, posters, and official correspondence during 2019.

The deadline for submission of designs will be Noon on Friday, November 16, 2018.

1. Designs may be submitted as hand-drawn or digitally created designs, limited to two print colors on white background.

Digital files must be submitted as vector art in .ai (Illustrator) or .pdf file format only.

Hand-drawn designs must be submitted on white paper, no smaller than 8 1/2 x 11 inches and no larger than 12 x 16 inches. Original media only; No photomechanical reproductions will be accepted.

2. No designs incorporating photographs or requiring halftone screens of any kind for reproduction will be accepted.
3. Designs must retain clarity and reproducibility at both small (commemorative coins) and large (banner sign) scale.
4. Logo submissions must, at a minimum, incorporate the words "East Longmeadow" and the number "125"
5. The design contest is open to **any** resident of the town. Submissions will be judged on the following criteria in order of importance:
 - o Overall effectiveness and clarity of the design as emblematic of the theme and resonant of the spirit of the celebration;

- Suitability of the design for reproduction;
- Technical standards of submitted artwork or files. Within the skill-level of the artist, submitted artwork should **as closely as possible** represent the final appearance of the logo as it would be produced / displayed, and be readily adaptable to meet production requirements without material changes to the design concept.

The Committee reserves the right upon acceptance of a winning entry to make any modifications necessary for the best possible production/reproduction of the logo on any and all of its materials, promotions and commemorative items.

6. There is no cash award or any value assigned to the winning entry other than recognition of the artist at the commencement of the Anniversary Celebrations in January of 2019, and permanent display of the original submission (or digital print from digital submissions) in the Town Hall with attribution and a short biographical note about the artist. The chosen design and all rights to its use in any form become the property of the Town of East Longmeadow.

Artwork can be submitted in person or delivered to the Town Manager's office in the Town Hall, 60 Center Square, East Longmeadow, MA by noon on Friday, November 16th.

Digitally created files must be submitted by email to

Margaret.Larocca@eastlongmeadowma.gov Please use Logo Contest in the subject line.