

## Trenton Summer Festival Logo Contest

In celebration of the Trenton Summer Festival's 45<sup>th</sup> year, the Festival Committee is seeking to rebrand the event beginning with a new logo. To this end, the Committee is hosting a logo contest and encouraging persons to submit entries now through **April 10, 2020**. The logo entries should embody the festival's vision, mission and core values outlined below.

### **Vision:**

We inspire creativity, connect people, promote economic growth, showcase Trenton's unique assets and celebrate community through an experience-driven event.

### **Mission:**

To provide a fun-filled, and sustainable community event in the downtown business district with cross generational appeal, which celebrates Trenton's unique assets and provides a safe, entertaining and memorable experience family, friends and guests to gather and enjoy.

### **Core Values:**

Trendy, Sustainability, Commitment to Creativity, Innovation and Excellence, Fun, Integrity, Honesty, Transparency, Loyalty to Vendors, Educational, Support Community growth and prosperity, Inspiring, Safety, Diversity

### **Artwork Requirements:**

- Artwork should be recognizable and help promote the festival's mission
- Artwork must be original and may be hand drawn or created digitally. Must not contain copyrighted materials.
- There are no limitations on number of colors and any colors may be used. However, logo must produce well in color or black and white.
- Must be easily reproducible and scalable for large and small formatting.

### **Entries will be judged on:**

- How well it reflects the mission of the festival.
- Creativity, Originality and Simplicity

Winners will be selected by the Trenton Summer Festival Committee. Contestants agree that the City of Trenton Summer Festival 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 City of Trenton Summer Festival. Additionally, Trenton Summer Festival may alter, modify or revise the logo as it sees necessary to achieve the goals of the festival. City of Trenton Summer Festival Committee reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

### **How to Enter the Contest**

Submissions will be accepted through **April 10, 2020**. Winners will be announced in via our website, social media websites and by direct contact to the winners' email accounts. In order for your entry to be submitted and reviewed by our judges, all entries must be submitted directly to Trenton Summer Festival at [summerfestival@trenton-mi.com](mailto:summerfestival@trenton-mi.com) in their original source file and as a high resolution .pdf with 300 dpi or higher with completed and signed application.

**TRENTON SUMMER FESTIVAL LOGO CONTEST ENTRY FORM**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Work or Cell Phone (\_\_\_\_) \_\_\_\_\_

E-Mail Address \_\_\_\_\_

Age: (circle one) Under 18    Over 18                      Amateur \_\_\_\_\_                      Professional \_\_\_\_\_

**ACKNOWLEDGEMENT, LICENSE AND RELEASE**

All materials submitted as entries to the contest (Creations) become temporary property of the City of Trenton and non-winning entries will not be returned to the owners unless specifically requested in writing accompanied by a stamp, self-addressed envelope.

The City is not responsible for any damage or loss of the material. Contestants therefore may wish to make copies of their Creation before submitting it.

By submitting an entry, a Contestant specifically warrants and represents that it is an original work to which he or she has the exclusive rights, authorizes the City to retain use of the Creation and grants to the City a limited, non-exclusive license for display, promotion or any other reproduction purposes.

By submitting the entry which is selected for the award, the Contestant/Originator specifically grants to the City and Trenton Summer Festival Committee the unlimited and exclusive right and license to use, photograph, distribute, reproduce, sell, or re-license for reproduction and distribution, the Creation for any purpose, until such time as the City/Committee elects to discontinue its use. Contestant/Originator relinquishes to the City/Committee, any and all royalties, reproduction rights to, and competitive uses of, the Creation and hereby waives, releases, indemnifies and holds harmless the City from any claims, judgments or damages associated with the City's use it.

Contestant/Originator  
  
\_\_\_\_\_

Date  
  
\_\_\_\_\_