

Free
Admission!

gwinnettcounty parks & recreation

Graphic Art
Logo Design
Contest!
see reverse

5th Annual

Art on the Chattahoochee

Art Market

Saturday, April 16

9:00am – 5:00pm

Fun Run at 9:00am

\$10/person includes t-shirt! Pre-register online with code SMP17501. 8:00am, shirt pick-up and on-site registration.

Live Entertainment ✳ Unique Vendors ✳ Artist Demos ✳ Food Trucks

Budding Artist Kid's Zone ✳ Kid's Chalk Art Contest

(see reverse)



gwinnettcounty parks & recreation
Date: 9/21/15 Initials: SWF
APPROVED FOR DISTRIBUTION
BY
"EXECUTIVE DIRECTOR"

Simpsonwood Park

4511 Jones Bridge Circle, Peachtree Corners

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www.gwinnettparks.com

Graphic Art Logo Design Contest

How to Enter

- E-mail initial entries (color .jpg or .pdf format) to parks@gwinnettcountry.com with subject line "2016 Art On The Chattahoochee Logo Contest."
- The e-mail must include the name, phone number and email address of the artist.
- Multiple designs may be submitted by artists, but must be submitted in separate e-mails; no more than 3 entries may be submitted by any one artist.
- Entries must conform to the submission guidelines below; entries which fail to do so will be rejected.
- The deadline for entries is 5:00pm on January 15, 2016, Eastern Standard Time.
- We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in e-mail.

Guidelines

- The purpose of the contest is to design a logo for the 5th Annual Art on the Chattahoochee Art Market. The logo will potentially be used in print, online, and on merchandise.
- The final version of the winning logo must be provided in high resolution format, suitable for high quality printing.
- Flexibility is a key requirement, including the need to resize easily and to be appealing in black and white as well as color.
- Submissions must be original work containing original designs and not based on any pre-existing design. Artists should take care to ensure that their entries are not in any way similar to existing logos or other copyrighted images.
- The logo must contain the name of the event "Art on the Chattahoochee," the words "Art Market," and the year "2016" with no other text.
- The logo should be up to 4 primary colors; note that yellow will be the background color for logo use in marketing material.
- The contest is open to all ages.
- Design submissions will not be returned to the artist.
- All entries will become the sole property of Gwinnett County Parks and Recreation and may be displayed publicly on the county website.

Prizes

Subject to these requirements outlined above, the artist with winning design will be notified in March, 2016 and the winner will be officially announced at the 2016 Art on the Chattahoochee art market event.

The winning artists will receive:

- Cash prizes awarded by The Gwinnett Parks Foundation valued as follows: First Place \$250, Second Place \$100 and Third Place \$50.
- The First Place artist will also receive three additional official Fun Run t-shirts, a full color event poster, and event flyer.
- Recognition by press outlets and news releases.
- The right to use the basic logo for their portfolio and identify him/herself as the logo designer.
- And, of course, will be forever a part of AOC history.

Judging and Selection of Winner

- The winning design will be selected by a jury panel. Their decision will be final. No further correspondence shall be entered into.
- Gwinnett County Parks and Recreation reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
- Gwinnett County Parks and Recreation reserves the right to disqualify any artist or entry at its sole discretion. The winning logo may appear on official event t-shirts, marketing flyer's, posters, signage and other print, as well as web-based locations and social media. No correspondence shall be entered into.
- The winner will be required to sign a contract assigning all ownership of the logo to Gwinnett County Parks and Recreation.
- Accepting the prize constitutes permission for Gwinnett County Parks and Recreation to make public and otherwise use winner's name, and country of residence for publicity purposes. Further personal data may be requested but is not required.

Acceptance

Participation constitutes the artist's full and unconditional agreement to and acceptance of these Official Rules. By participating in the contest, the artist is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. The artist acknowledges that Gwinnett County Parks and Recreation may produce and sell items displaying the winning logo without payment or royalty to the artist. Including the guides and rules referred to herein, these Official Rules constitute the entire agreement between the artist and Gwinnett County Parks and Recreation in relation to the Contest. They govern the artist's participation and supersede any prior or other agreements between the artist and Gwinnett County Parks and Recreation and relating to the contest.

Kid's Chalk Art Contest

- Each budding artist's parent or guardian must complete a registration form on-site.
- Each artist will then be assigned a "canvas" and given 4 pieces of chalk; *while supplies last*.
- Artists are welcome to bring additional chalk.
- Chalk Art will be judged by Art on the Chattahoochee Artists. Judges decisions are final.
- Certificates of participation and gift for each participate, *while supplies last*.
- Prizes awarded per each age group, need not be present to win.
- Age groups:
 - 12 – under
 - 13 –17

Sign-up at the "Kid's Chalk Art Contest" tent

11:00am GO! Art creation begins
3:00pm TIME! Art creation ends
3:30pm Judging by Art on the Chattahoochee Artists
4:30pm Winners announced at Center Stage