

NEW ANNEX LOGO CONTEST

*Calling
all
local teens!*

Construction has begun on the new Annex building and a New Annex needs a new logo! The Palos Verdes Library District (PVL D) is looking for local teens in grades 6-12 to design a creative, innovative and professional logo design. The logo should be recognizable and appropriate for use in all media – including online, print, on merchandise and other visual collateral.

The rest is up to you!

Please see reverse for more details regarding logo design, contest rules & submission requirements.

Questions? Contact Louise Beebe at lbeebe@pvld.org or 310.377.9584 x240

www.pvld.org



Made possible by the support of the Peninsula Friends of the Library

The Palos Verdes Library District is not related to, sponsored by or endorsed by the Palos Verdes Peninsula Unified School District

How to Enter the Contest

The contest begins on Monday, February 4th, 2019. Submissions will be accepted through Sunday, March 31st, 2019. Early or late submissions will not be accepted. Winner will be announced via our website, social media websites and by direct contact to the winner's email account. In order for your entry to be officially submitted and reviewed by the selection committee, it must be:

Submitted directly via this form: <https://bit.ly/2sgFiAz>
Submitted in original source file and
Submitted as a high resolution .pdf with 300 dpi or higher.

Logo Criteria

Required: The logo must include the word "Annex".

Timeless: Every few years there's a trend, or fad, that new logos seem to embrace. Trouble is, everybody jumps on that bandwagon and the treatment rapidly becomes hackneyed and trite. Give us an idea which is fresh but will not look dated by the end of the year!

Professional: This logo may be featured on our website, our social media platforms and other mediums (stationery, pamphlets, t-shirts etc). As a result, while we want the logo to be eye-catching, it must still be legible.

Color: There are no limitations and any colors may be used. However, the logo must look good in color (if any) and black and white.

Scalability: When using our logo, we'll need to be able to use it big and small. Real small. Postage stamp size even. So readability and impact at a very small size is very important.

Integrity: The logo cannot contain copyrighted material. The logo must have been created and edited by the contestant. The logo may not include images or licensed images that have been previously published.

Contest Details

One entry per person. Winner will be selected by a committee made up of the Young Adult librarians and the Peninsula Teen Advisory Council. Contestant agrees that PVLD may publish their logo, name, and photo, and may use all for advertising campaigns and/or marketing materials in the future. Contestant assigns all ownership rights, including all intellectual property rights to the logo, to the Palos Verdes Library District. Additionally, PVLD may alter, modify or revise the logo as it sees necessary to achieve the goals of the library. The selected winner MUST submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale. PVLD reserves the right to not select a winner if, in its sole discretion, no suitable entries are received. All decisions are final.

Prize

Contest winner will receive \$150.00 (and bragging rights!).