

Downtown Business Improvement District Logo Contest

The BID is looking for a new logo!

The purpose of the Downtown Business Improvement District is to market and promote downtown Pacific Grove.

Brand Identity

- Timeless – Will be able to be used for a long period of time.
- Inclusive – Should be appropriate to represent all types of businesses, business owners and patrons of Downtown Pacific Grove
- Professional – Needs to be appropriate for use in a business setting.
- Emblematic – Once established, it should be recognizable at a glance.

Specifics

- Must include the words or have an option including “Downtown Business Improvement District”
- For quality reproduction purposes, all entries must be submitted in scalable vector graphic format (.eps or .ai).
- Colors must be in CMYK, although the logo may be reproduced in black and white and/or grayscale.
- Contestants are advised to avoid gradients and half-tones.
- The logo must be easy to use, handle, resize and manipulate for all reproduction purposes.
- It should be visually appealing on both small (as small as 1.25” tall) and large scales.

Intellectual Property

All entrants affirm their submissions are their own original work, have not been copied from others or previous designs, including their own, and do not violate the intellectual property rights of any other person or entity. Entrants may not use any licensed or stock artwork that requires a royalty or fee for use in any/all commercial mediums.

The winning submission becomes the sole property of the Pacific Grove Business Improvement District and may be used for any purposes including, but not limited to, display on websites, social media sites, apparel, posters, and other printed materials.

The Business Improvement District reserves the right to modify the winning logo to better fit the needs of the organization.

Judging

A committee comprised of the Downtown Business Improvement District Board will judge and select the winning entry. Entries will be judged on their visual appeal, adherence to the concept prompting the contest, quality of design, and ease of reproduction for the purposes stated above. The Judge's decision will be final.

The Downtown Business Improvement District is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.

Ready to Submit?

Send your NAME, PHONE NUMBER & DESIGN FILE to: hello@the-quill.com