



## **Downtown Hazleton**

### Logo Design Contest Rules

#### **Background**

The Downtown Hazleton Alliance for Progress is a non-profit organization that is leading the revitalization of the downtown business district. In 2017 we began a Branding and Identity initiative to bolster the downtown's image. This resulted in several meetings with partner organizations and stakeholders to identify what our image is now, compared to what we are striving for it to be.

The downtown is currently undergoing several million dollars' worth of physical improvements at the same time as its undergoing significant demographic change. So the downtown's identity is very much in transition. New businesses are being established, buildings are being renovated, and a new park, arts center, and small business incubator are in development. The downtown is home to both long-standing, multigenerational businesses as well as many new businesses established by immigrants. Approximately half of all businesses are now owned by Hispanics.

Based upon the feedback received, the message we want to convey is that Downtown Hazleton is making a comeback by reinventing itself as a multicultural/multiethnic destination for business, entrepreneurship, food, and cultural experiences. And it is doing so with an attitude that embraces partnerships, diversity, education, innovation, and change. The audience we are most interested in reaching is young (under 40), globally minded, entrepreneurial, socially liberal, technologically connected, and who values individuality, authenticity, multiculturalism, and localism.

#### **Contest Challenge**

The tagline we have chosen to identify with the new image is: Downtown Hazleton On the Rise! An alternative to this is: Downtown Hazleton On the Rise, Together! In either case, "together" should be implied in the logo design.

We are looking for a graphic logo to represent this new image. To enter:

1. Download and complete the Official Entry Form. This form is available for download at [www.downtownhazleton.org](http://www.downtownhazleton.org)
2. Prepare a logo design for one or both taglines. You may submit up to two logo designs for each alternative.
3. Convert the design into a scalable vector format (see rules below).

4. Email your completed Official Entry Form and your design to [jsterenchock@canbe.biz](mailto:jsterenchock@canbe.biz) before the deadline.

### **Prizes**

The logos will be reviewed by five judge panel. The winner will receive:

- A \$250 Visa gift card
- Artistic credit and recognition for the winning design on [www.downtownhazleton.org](http://www.downtownhazleton.org), and in local print, digital, and other media.
- Use of winning design as the official logo for Downtown Hazleton.

### **Eligibility**

Contestants must currently reside within the Greater Hazleton Area, be enrolled within a school or college within the boundaries of Greater Hazleton Area, or have graduated from the Hazleton Area School District or another school or college within the Greater Hazleton Area.

### **Rules**

1. Logo should be in vector format and scalable; clearly readable at very small (.25") sizes as well as large sizes.
2. Logo should be submitted in either .png, or .jpg format with a minimum resolution of 300 dpi and a maximum file size of 5MB. If chosen, the winner must be able to provide a high-resolution vector file.
3. Logo should be prepared in one color and full color.
4. Logo should be entirely original and should not be a close derivative of any other recognizable logos.
5. Logo should contain copyright free images and typefaces.
6. Logo should not contain more than 3 fonts. If the logo incorporates non-standard fonts, you must be able to provide the fonts should the logo be selected.
7. Logo should contain the full tagline (or alternate tagline) somewhere in the logo.
8. Contestants agree that the Downtown Hazleton Alliance for Progress may publish their logo and name(s) and may use both for promotional campaigns and/or marketing materials in the future.
9. Contestants agree to assign all ownership rights of the logo to the Downtown Hazleton Alliance for Progress.
10. The Downtown Hazleton Alliance for Progress may alter, modify or revise the logo as it sees necessary to achieve its goals.
11. The Downtown Hazleton Alliance for Progress reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

### **Deadline**

Entries are due by electronic submission no later than 11:59 PM on June 15, 2018. Logo entry must be accompanied by an Official Entry Form. Email both the entry form and logo to [jsterenchock@canbe.biz](mailto:jsterenchock@canbe.biz), or mail the entry form to Jocelyn Sterenchock, Coordinator of Entrepreneurial Services, Greater Hazleton Business Innovation Center, 1 South Church Street, Suite 200, Hazleton, PA 18201. Questions should be directed to Ms. Sterenchock at 570-455-1508 x 2019.



Downtown Hazleton  
Logo Design Official Entry Form

Designer Name: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

If under 18, Parent/Guardian Name & contact info: \_\_\_\_\_

Affiliation/association with the Greater Hazleton Area: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

I have read and fully understand and will comply with the rules and conditions of this contest. I understand that if my entry is selected as the winner I relinquish all claims to any and all copyrights, royalties and other benefits derived from the sale or reproduction of this work, other than the prize awarded the winning entry.

Signature of Artist \_\_\_\_\_ Date: \_\_\_\_\_

Signature of Parent/Guardian \_\_\_\_\_ Date: \_\_\_\_\_

All entries must be signed above. Artists under 18 years of age must have parent/guardians signature.