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LYNN HAVEN COMMUNITY REDEVELOPMENT AGENCY

Logo and Slogan Contest for the Lynn Haven CRA

The Lynn Haven Community Redevelopment Agency (CRA) is sponsoring a logo design and slogan contest to create a new “brand” for the CRA. The public is invited to submit logo designs and a slogan to be used as a vital element of the agency’s marketing efforts. Submissions must be received by September 30, 2010.

Overview

The logo must represent the agency by using recognizable elements according to its vision statement and the City’s historic background. The winning design may appear on various media materials used to represent and promote the Lynn Haven CRA. The contest is open to the public. Deadline is September 30th, 2010. The winning logo and slogan will be selected by the CRA Board. The winner will receive a \$100 gift certificate.

Design Specifications

Logo design and slogan should represent the purpose and vision of the Lynn Haven CRA, “*to promote a family-oriented, walkable community with a vibrant small-business friendly downtown area that preserves our local, small town heritage*”. Main focus should be on the historic background of our community. The logo must be adaptable to multiple uses (print and electronics) and sizes. Further information about the CRA can be reviewed on the agency’s website.

Judging Criteria

Logo and slogan entries will be judged on innovation, originality, creativity, technical quality, and adherence to the design specifications. The entries will be judged by the Lynn Haven CRA Board. The winner of the contest will be announced at the CRA Board meeting. The Board reserves the right to reject all submitted designs and slogans.

Submission Specifications

The submittal package of each participant must include an electronic copy (jpeg, png, or word format preferred) on a CD and one paper hard copy of the logo and slogan. Participants may submit multiple entries; each entry must stand by itself and include all necessary information. Identifying information should be marked on the back of each paper entry, including name, mailing address, and telephone number. Upon submittal, the participant agrees to transfer all copyrights associated with the design and slogan to the Lynn Haven CRA.

Please contact the Lynn Haven CRA office if you have any questions.