

# Willow Center Logo Contest!

## Calling all artists and inspired community members:

The Willow Center is looking for a new visual identity and we need your help! We are seeking artists and community members who can design a creative, innovative and professional logo. The logo should be recognizable and help promote our organization's mission. Our current Willow Center logo, pictured below, is 18 years old now, and has created problems with digital printing, duplication and marketing due to the extreme details in branches over the years. We love our willow tree, but we need something more technology-friendly.



It is important to note the history of the willow tree image: The founders of the Willow Center chose a willow tree to represent the program because, “the form of the willow tree mirrors that of an umbrella, with branches that are overreaching, comforting and protecting of those around it. Live willow tree branches do not break, they bend and are flexible – much like that of someone who is grieving, but with support, can withstand the difficult times and will not break, but rather twist and bend.”

The rest is up to you! Other information about our organization, services and program can be found on our website at [www.willow-center.org](http://www.willow-center.org) Please read below for more details regarding logo design, contest rules & submission requirements. The winning artist will receive \$500!

## Logo Requirements

- **Professional:** This logo will be featured on our website, our social media platforms, and other mediums (stationary, pamphlets, t-shirts, etc). While we want the logo to be eye-catching, it must still be legible at small sizes.
- **Clarity of the Theme:** The logo must include some shape or form of the Willow Tree and promote the mission of Willow Center, "The Willow Center provides peer support groups for children and teens grieving a death of someone close to them and extends supportive services, grief resources and education to families, care givers and the community free of charge."
- **Color:** There are no limitations and any colors may be used. However, the logo must look good in color (if any) or black and white.
- **Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting.

## Eligibility

The contest is open to individuals of all ages. Participants under the age of 18 must include a parent or guardian's signature on the entry form, due to cash prize winning potential. Only one submission per individual will be accepted. Any submissions from graphic designers or Individuals who work for a design agency will be considered as an individual entry and winnings will be awarded to the artist.

### **How to Enter the Contest**

The contest begins on **May 1, 2018**. Submissions will be accepted through **June 15, 2018**. Winners will be announced via our website, social media websites and by direct contact to the winners' email account. In order for your entry to be considered by our judges, all entries must be:

1. Submitted directly to Willow Center - Attn: Joni Drake
  - By email at: [ed@willow-center.org](mailto:ed@willow-center.org) by June 15, 2018 11:59pm or
  - By mail at: P.O. Box 1361 Lewiston, ID 83501; with a postmark no later than June 15, 2018.
2. Submitted along with a completed **WILLOW CENTER LOGO CONTEST SUBMISSION FORM**, page 3 of this form, below
3. Submitted in their original source file:
  - Digital artwork must be submitted as a high-resolution EPS (Adobe Illustrator) or .PDF file with 300 dpi or higher.
  - Raw artwork or original drawings on white paper will be considered but, if selected as the winner, will be redrawn to digital format for publication.

### **Contest Details**

Winners will be selected by a vote from Willow Center's Board of Directors. All Contestants agree that Willow Center may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to Willow Center. Public announcement of the winner in the form of a photo can and may be used for advertising and marketing materials. Additionally, Willow Center may alter, modify or revise the logo as it sees necessary to achieve the goals of the center. Willow Center reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

### **Prize**

Contest winner will receive \$500.

### **Taxes**

Each winner is solely responsible for reporting and paying any and all applicable taxes related to the prize and paying any expenses associated with the prize which are not specifically provided for in the official rules.

# WILLOW CENTER LOGO CONTEST SUBMISSION FORM



Contestant's Full Name: \_\_\_\_\_ Date of Submission: \_\_\_\_\_

Company Name (if applicable/associated): \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City/State/ZIP: \_\_\_\_\_

Phone Number: \_(\_\_\_\_\_)\_\_\_\_\_-\_\_\_\_\_-\_\_\_\_\_ Email Address: \_\_\_\_\_

Age: \_\_\_\_\_

### Terms of Participation:

1. I have reviewed and understand the Willow Center Contest Rules and I agree to the terms of the contest.
2. I understand and agree that if I am selected as the winner, the Willow Center, Inc. will contact me using the details above as specified on the Contest Rules for notification of winning.
3. I understand that the artwork I am submitting becomes the property of the Willow Center, Inc., and I am forfeiting all ownership rights, including all intellectual and creative property rights over to the Willow Center, Inc. Additionally, Willow Center may alter, modify or revise the logo as it sees necessary to achieve the goals of the Center.
4. I understand there is only one winner and those not selected as the winner will not receive any compensation for their artwork.
5. I understand that Willow Center reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.
6. I understand if I am selected as the winner, a check for \$500 will be presented to me with the announcement and I am responsible to pay any associated taxes that may be due in my residing State.
7. I understand that if selected as the winner, the Willow Center will require to publicly announce the winner by publicizing a photo of the check presentation award on public domains, such as Facebook, the Willow Center website, and other news media outlets.

**Contestant Signature:** \_\_\_\_\_ **Date of Signature:** \_\_\_\_\_

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If under 18 years old, a Parent/Guardian must agree to the following Terms:

1. I consent for my child/ward to enter the Willow Center's Logo Contest. By signing below, I confirm that I have read the Contest Rules and Terms of Participation.
2. I acknowledge and agree that if my child/ward is selected as the winner in the Contest, that the Willow Center, Inc. will contact my child/ward using the information above for notification of winning.
3. I also understand that the Willow Center, Inc., will require to publicize their name as well as a photo of the check presentation at online opportunities, such as Facebook, the willow Center website, as well as news media outlets.

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

Printed Name of Parent/Guardian \_\_\_\_\_