**Salina Downtown Call to Artists**

**Logo Design Challenge**

The Salina Downtown Marketing Committee invites YOU to help strengthen the identity of downtown through this logo design and tagline challenge! The marketing committee is focused on creating community and cultural connection by providing tools, encouragement, marketing ideas and resources through fellowship and education for and with our members. The winning logo and tagline will become Salina Downtown’s new identity for years to come. Help be a part of the new downtown!

Tagline and logo creation can be submitted and will be awarded separately. You do not have to create both in order to win the challenge. Prizes and recognition will be awarded in both categories.

**Prizes**: Monetary prizes and recognition awarded for top three logo designs and taglines.

**Design Challenge Schedule:**

Nov. 11 –Call to Artists Open

Dec. 11 - Call to Artists Closed

Dec. 18 – Artists notified

Jan. 17 – Feb. 17- Online Public Voting

March – Logo and tagline reveal party

**Entry requirements and eligibility**:

* No age limit
* No design experience necessary
* Artist agrees to have work exhibited publicly in various medias
* Artist agrees to release the usage rights of the work to Salina Downtown, Inc.
* Design and tagline must be original
* Work must fit inside a 3”x4” square
* All work must be submitted in black and white, hand drawn and/or digital are acceptable
* Artist understands a graphic designer and or Salina Downtown, Inc. has rights to add color or manipulate any part of the artwork for final presentation

**Submission requirements:**

All submissions must be received by December 11th. Sendcompleted applications one of three ways:

* via emailto [gosalina@salinadowntown.com](mailto:gosalina@salinadowntown.com)
* in person to Salina Downtown, Inc. at 120 W. Ash Street
* or mail to:

Salina Downtown, Inc.

PO Box 1065

Salina, KS 67402-1065

ATTN: Design Challenge

**Application Form:**

**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How did you hear about this challenge? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**When you think of downtown, what comes to mind first:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Tagline:**

Taglines are generally one short sentence and describes what we do in the shortest space possible.

Option 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Option 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Logo Design:**

* Logo design must fit inside the box below
* Logo can be made using any medium but must be submitted black and white
* Logo must be original

*Box is 3”x4”*