

Keep Mansfield Beautiful Commission
LOGO CONTEST PROSPECTUS

Contest Concept Description

The Keep Mansfield Beautiful Commission (KMBC) is a City Council-appointed commission that engages, educates, and empowers community members to take greater responsibility for creating a clean and beautiful city through litter abatement, waste reduction, recycling, and community beautification to improve health and prosperity of our community. Some of our major initiatives include the Adopt-a-Street program, Beautification Day, and several clean-up events.

KMBC's vision is for Mansfield to be recognized as one of the cleanest, most beautiful cities in Texas by inspiring and educating our community to take greater responsibility toward sustainable environmental stewardship. To that end, we are looking to update our logo so that it expresses our forward-thinking vision. We are holding a contest to find our next logo.

Contest Eligibility

Any student in grades 7-12, who attends a school in the Mansfield Independent School District or who is home schooled and lives in the city Mansfield, may enter the contest. There is no cap on the number of submissions from a school, family, or after school program. Each student is allowed to submit up to two entries.

Prizes

The top three logos will be selected and the creators of those three logos will be recognized and awarded prizes. The first place winner will receive \$100 Visa gift card, the second place winner will receive a \$50 Visa gift card, and the third place winner will receive a \$25 Visa gift card. The first place winner's logo will be used by KMBC on their website and print publications.

The art teacher of the student whose logo wins first place will receive a \$75 Visa gift card.

Key Dates

Contest Announcement – **February 1, 2016**

Logo submission deadline – **March 11, 2016**

Logo judging – **April 11, 2016**

Announcement of logo contest top three logo and winning logo – **May 9, 2016**

Rules of Contest

1. The deadline for submission is **March 11, 2016**.
2. All submissions must include "Keep Mansfield Beautiful" in the design.
3. Submit original artwork or comprehensive layouts. The work must be original. Consideration should be given to simple reproduction capabilities to a number of media processes. Artwork must be reproduced in not more than four-match colors. KMBC reserves the right to adjust reproduction art for optimum reproducibility to a variety of visual processes.
4. The logo should be easily displayed and usable in both color and black-and-white environment.
5. A short paragraph, explaining the concept of the design, is required.
6. KMBC reserves the right to not use the winning logo.
7. KMBC reserves the right to extend the contest deadline if inadequate or unsuitable entries have been received by submission deadline.
8. All entries must adhere to the entry specifications outlined in this prospectus.
9. Entries are to be [submitted electronically through this form](#). Each logo entry file (up to two) must contain the first and last name of the student.

10. You must agree that you have read the rules of the contest and that the work or works are original before you can upload your entries.
11. The student or parent/legal guardian of the student, if the student is under 18, must agree, in writing, to transfer all rights of the design without limitation to KMBC to use, display, make copies, publish in any media, alter, etc. Entries will become the sole and exclusive property of the KMBC.

Entry Specifications

1. All entries must have a minimum resolution of 300 dpi or be in vector format.
2. All entries must be no smaller than 1200 x 1200 pixels and no larger than 2400 x 2400 pixels.
3. All entries must be submitted electronically in either PDF (.pdf), JPEG (.jpg), TIFF (.tif), Portable Network Graphic (.png), Encapsulated Post Script (.eps) or Adobe Illustrator (.ai) format.
4. Entries must be multicolor.
5. Only two entries per student will be accepted.

Winner Selection

The top three finalists, which will include the winning logo will be announced **May 9, 2016**. KMBC will have right to pick the winning logo to be used as an official logo for KMBC.

Judging

The judging panel will be comprised of at least one judge who has formal training in art and design. Identifying information will be redacted from the logo entries during the judging phase of the competition to ensure the logos will be judged on the merits of their concept, design, and originality.