COMMUNITY LOGO CONTEST
Stratford, Ontario

Use your design skills to create a community logo that Stratford community groups, agencies, sports associations, teams and businesses can use or incorporate into their existing logos and brands.

The purpose of the contest is to design a community logo that can be used by Stratford based groups without permission from the City. The community logo can be used online, in print, on uniforms and jerseys. Flexibility is a key requirement in the design of the community logo.

You could win:
- recognition by the City for your design
- A framed sample of your winning design
- Cash prizes:  1st - $1,000
  2nd - $500
  3rd - $250

Contest Deadline is  March 31, 2017

Submit your entries to: City of Stratford
City Clerk’s Office, Ground Floor
1 Wellington Street, Stratford ON N5A 2L3

Inquiries: Clerk’s Office – 519-271-0250 ext. 237

Stratford has a diverse community base with a rich history. Symbols have been used to reflect this range: the railway, heritage, river, Huron Tract, Tiger Dunlop, parkland, mills, manufacturing industry, arts and culture, sports, library, music, landscape and Swan “S”. This list is a sample and is by no means a complete list.
Community Logo Design Contest Outline

Design Specifications:

- Designs for a community logo can be hand-drawn but must be submitted electronically on a USB flash drive with a completed Entry Form;
- Entries must include:
  - a digital format of the community logo;
  - a full colour on 8 1/2 inch x 11 inch paper of the community logo;
  - a completed Entry Form
- Community Logos may be designed using colour, or black and white, or any combination thereof;
- Elements and symbols of the City's Coat of Arms, and Dramatically Different logo which is trade-mark protected, cannot be used in any form, shape, similarity, or likeness as part of the community logo submitted under this Contest. Any logos containing such symbols will be disqualified from the contest;
- The community logo selected as the winning design as part of this contest becomes the property of The Corporation of the City of Stratford.
- The community logos submitted as part of this contest shall be considered confidential during the evaluation process but are subject to access requests under the Municipal Freedom of Information and Protection and Privacy Act;
- When designing a community logo, entrants should take care to ensure that their designs are not similar and do not bear likeness to any existing logos or any other copyright or trade-mark protected images, elements or symbols;
- Entrants that use or incorporate other copyright or protected logos, symbols etc. may be submitted, provided that the entrant has been given permission in writing to use the protected logo, symbol. Proof of written permission is required to be submitted with the entry.
General Rules:

1. All entries must be identified with the designer’s name, mailing address, email address and telephone number.
2. The winning design shall become the property of The Corporation of the City of Stratford. The Corporation of the City of Stratford, including any community group, entity or business shall have the sole and exclusive right to reproduce the design, or modify the winning design in any medium and in whatever quantity chosen. The winning design or facsimile thereof will be reproduced as the community logo for any group, association, team, business, entity that wishes to do so.
3. The winning Community Logo shall be owned by The Corporation of the City of Stratford for unlimited use. The Entrant with the winning design shall grant the City of Stratford the following exclusive, irrevocable, royalty free, fully paid up, perpetual rights:
   a. Reproduction for non-profit promotion;
   b. The right to remove or stop using the Community Logo for any reason it deems warranted.
4. Each entry requires a separate submission under this Contest.
5. Designs must be submitted in a scalable vector graphic in EPS format and also as a .jpg, .bmp, .png.
6. The graphic elements in the logo should be treated as one graphic unit and should not be separated.
7. Placement of the logo within documents should allow for appropriate white space around it.
8. The logo should be submitted in colour and in black and white and also in different sizes.
9. A copy of the completed Entry Form, 8 ½ inch by 11 inch colour paper copy and a USB Flash Drive with the community logo design are to be submitted to the Clerk’s Office, Ground Floor of City Hall during regular business hours and before 4:30 pm on March 31, 2017.
Selection of the Winner

1. The Deadline for submitting entries is before 4:30 pm on March 31, 2017.
2. The winning design(s) will be selected by contest judges and their decision will be final.
3. The contest judges reserve the right not to select a winner, if in their sole discretion, no suitable entries are received.
4. The winner will be required to sign an agreement assigning all ownership to The Corporation of the City of Stratford.
5. Accepting the prize constitutes permission for The Corporation of the City of Stratford to make public and otherwise use the winner's name and picture.
6. The winning entry becomes the property of The Corporation of the City of Stratford and may be displayed publically on City of Stratford official websites.
7. An announcement of the First, Second and Third Place winning entries is set for the end of April, 2017 and announced as part of the July 1st Sesquicentennial Events.

Acceptance

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of the Contest Rules. By participating in the Contest, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by all the Contest Rules. These Contest Rules govern the Entrant's participation and supersede any prior or other agreements between the Entrant and The Corporation of the City of Stratford and relating to this Contest.