



**TOWN OF GROTON
ECONOMIC DEVELOPMENT
LOGO & BRAND
DESIGN CONTEST**

**Winning
Entry
Receives
\$250 Prize!**

**Submit your entry via
e-mail to Lauren Post
at LPost@groton-ct.gov
no later than
February 28, 2017.**

This contest is co-sponsored by the Groton Business Association (GBA) and the Town of Groton.

To enter, create a 'Brand Identity' concept & logo, describing how it relates to economic development and the vibrant business community in the Town of Groton.

Contest rules posted at www.groton-ct.gov/depts/plandev/edev.asp

Entries must be positive in nature and reflective of the Town of Groton. Fully-conceived 'Brand Identity' entries will be given the highest consideration by the selection committee.

A comprehensive 'Brand Identity' includes the following:

- Logo, either fully-rendered or in a conceptual, draft or mock-up format
- Slogan or tagline
- Unifying theme describing the symbolism and significance of the logo and tagline



**For more information,
contact Lauren Post at
LPost@groton-ct.gov.**

Town of Groton Economic Development Logo & Brand Design Contest Rules

Purpose

The Groton Business Association (GBA) and the Town of Groton Economic Development Department announce a competition to develop a 'Brand Identity' to be used on the Town of Groton Economic Development website and promotional materials. This document outlines the official requirements and rules of the competition.

The Town of Groton & the GBA are actively working to build a strong and healthy business community through numerous initiatives. A successful 'Brand Identity' is intended to differentiate the Town of Groton from its competition.

Entry Requirements

- Entries must be positive in nature and reflective of the Town of Groton.
- Fully-conceived 'Brand Identity' entries will be given greater consideration than partial or incomplete entries. A comprehensive 'Brand Identity' consists of:
 - A logo, either fully rendered or in a conceptual, draft or mock-up format
 - A slogan or tagline
 - A unifying theme, description or position statement that clarifies the meaning/symbolism and significance of the logo and tagline
- To enter:
 - Create a conceptual or print-ready 'Brand Identity' accompanied by a supportive description; PDF file format is preferred. Include your name and contact information.
 - Submit your entry via e-mail to Lauren Post at lpost@groton-ct.gov by no later than February 28, 2017.

Official Rules

1. By entering, participants agree to be bound by these contest rules. Violating any rule or not following instructions may eliminate participants' eligibility. The Town of Groton has the right to disqualify any entrant at any time at its sole discretion.
2. The contest is open to amateurs, students and professionals.
3. There are no age or residency requirements.
4. Employees of the City of Groton and the Town of Groton are not eligible to participate.
5. All submitted entries must be original work of the entrant and must not include, be based on, or derived from any pre-existing or third party designs, trademarks, or copyrighted images.
6. The Town of Groton reserves the right to modify the winning logo to better fit the needs of the organization.

7. The winning entry must be capable of being reproduced in a format suitable for use in both digital and print media.
8. The decisions of the selection committee will be final.
9. Each entrant understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry.
10. The Town of Groton reserves the ultimate right of review and the right to reject any and all entries for any reason. Entries may be modified at the discretion of the selection committee or the Town of Groton. All entries become the property of the Town of Groton and will not be returned.

Judging Criteria

- A selection committee will evaluate all entries based on the following criteria (other criteria may be considered)
 - Cohesion of message; completeness of the brand identity
 - Marketability & viability of position statement
 - Applicability in various media formats
 - Relevance to multiple target audiences
 - Representation of community spirit/essence
 - Creativity/Originality – exhibiting original design, creativity, and imagination
 - Aesthetic Quality – compelling unified and appealing visual design
- The applicant who submits the selected entry will receive a \$250 award. Other awards may be given to runners-up. The selection committee reserves the right to ask for revisions on submitted logo designs or to not select a winner if, in its sole discretion, no suitable entries are received. At their option, the selection committee may select elements from several entries to be combined into one design. In this case the prize money would split between contributing entries.

Selection Process

- A selection committee, comprised of members of the Town of Groton Economic Development Department and the GBA, will select a group of finalists among the eligible entry submissions.
- A digital poll of the finalists will be conducted. The selection committee will meet to review the results of the poll and make a final recommendation to the Town Council.

Contest Deadline

- Competition launch: Thursday, January 19, 2017
- All entries must be received no later than Tuesday, February 28, 2017, to be eligible.
- For more information, contact Lauren Post at lpost@groton-ct.gov.