



# Shop Local Logo Contest

## About the contest

The City of Poway is relaunching its Shop Local campaign to celebrate Poway businesses and educate residents about the importance of spending their money in Poway whenever possible.

To provide an idea of how important it is, if every household in Poway bought ONE tank of gas in Poway rather than in another city, the sales tax revenue would about cover the repair 150 ft. of sidewalk pavement for improved pedestrian safety (approx. \$8,300).

If every household in Poway purchased \$100 of goods in Poway every month rather than in another city, that would result in \$200,000 in sales tax revenue to the City, funding weed and litter abatement at city parks for four times a week for four years; ORs, or repair 200,000 square feet of damaged asphalt to maintain road traffic safety.

In the spirit of keeping it local, we're looking to the Poway community for a locally-grown "Shop Local" logo for our campaign. The logo will be used on the city's website, social media sites and print materials that promote "Shop Local" in Poway.

## For information about the City of Poway

<https://poway.org/576/Community-Profile>

## Official rules

The purpose of the contest is to design a logo for the City of Poway's Shop Local campaign. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- To be eligible, an entrant must be a resident of Poway.
- Individuals or teams may submit no more than two entries (a separate Entry Form must accompany each submission).
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- All entries will become the property of the City of Poway. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to The City of Poway.

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- The City of Poway reserves the right to modify the winning logo to better fit the needs of the campaign.
  - The decisions of the Selection Committee are final.
  - The selected winner MUST submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.

## How to enter

To enter the Shop Local log design competition, eligible participants must:

- Create a logo design in either Adobe Illustrator, Photoshop or InDesign. You may submit your entry in a .jpeg, .png or .pdf format, but if you are chosen as a winner, you MUST be able to provide a high-resolution vector file.
- Complete the contest entry form.
- Submit your completed Entry Form and logo design to [cruiz@poway.org](mailto:cruiz@poway.org) by Monday, December 2, 2019 at 5 p.m.

## Selection criteria

A Selection Committee – comprised of Councilmembers Caylin Frank and Barry Leonard, along with Economic Development Administrator Craig Ruiz, Community Outreach Coordinator Rene Carmichael and a Poway Chamber of Business member – will evaluate all entries based on the following criteria (though other criteria may be considered):

- Relevance – Does the entry align with the theme and goals of the UC Global Food Initiative?
- Originality – Does the composition exhibit original design, creativity, and imagination?
- Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

## Deadline

**The deadline to enter is Monday, December 2 at 5 p.m.** Entries must be accompanied by a signed contest entry form.



## Logo Design Contest Entry Form

Name:		
Address:		
City:	State:	Zip:
Phone:	Email:	
Logo Description: Please provide a short narrative on what influenced your design elements.		
<p><i>By participating in the Shop Local Poway Logo Design Contest, each entrant represents and warrants that s/he has read and agrees to be bound by the contest's official rules. Each entrant further 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. This form must accompany all contest submissions.</i></p>		
Signature:		
Date:		