

# Festival Logo Contest

5 p.m., July 31, 2009 is the deadline to enter the Celebrate the Holidays in Braselton Logo Contest.

The winning design will appear in some form on all promotional materials for the events, including the festival. This includes posters, advertising, banners and the coveted worker T-shirts. The logo winner will be paid \$500.

## Logo guidelines:

We want an image that *represents the Braselton experience and is colorful and graphically appealing.*

You must use a visible *image and slogan (artwork must be original or clip art that can be copyrighted, please).* The image will be used on large and small posters and will be simplified for tees and other promotional materials.

Image should relate to Braselton and the joyous holiday season in Braselton.

Include colors. *A maximum of four colors* may be used in the design INCLUDING BLACK AND WHITE! You can use one color as a background. *Solid colors only*; no water color, gradients or airbrush, please. Those techniques look wonderful, but they are too costly to reproduce on shirts, posters, etc. Sorry.

Image must reproduce well in black and white and in small sizes for promotional materials.

*Lettering must be identifiable and easy to read. Electronic submissions are encouraged, although not required. Electronic submissions must be in PDF or JPG format and meet the following requirements:*

### **Color**

- *Provide all color graphics as CMYK. Other color processes (RGB, Pantone, etc.) should be converted to CMYK.*
- *All black should be 100% black. No process color black type.*

### **Graphics**

- *All images should be provided at 200 dpi in the appropriate color model and format.*

*All entries, images and artwork become exclusive property of the Braselton Visitors Bureau Authority*

The Braselton Visitors Bureau Authority reserves the right to reject any and all entries and to request reasonable, minor design modifications from the proposed winner or to utilize another firm to make design modifications to the winning entry.

Please contact the office if you have questions. 706-654-5720, 9 am to 5 p.m., [jdees@braselton.net](mailto:jdees@braselton.net).

Please send your artwork to: P.O. Box 306, Braselton GA 30517 or [jdees@braselton.net](mailto:jdees@braselton.net).