

# VILLAGE OF FREEVILLE LOGO DESIGN CONTEST

## INTRODUCTION

Freeville is a village in Tompkins County, New York, and is located in the Town of Dryden. It was incorporated in 1887. The only municipality in the United States named Freeville, it had a population of 520 at the 2010 census, and has an area of one square mile. As of 2021, it was also the only one of the six villages in the county without an official logo.

The Village of Freeville Board of Trustees announces a competition to design a logo to be used by the Village on its website, letterhead, business cards and elsewhere. The contest begins April 10, 2021, and ends June 11, 2021. A \$250 prize will be awarded to the creator of the winning entry.

## GENERAL CONTEST RULES

- All participants must be 16 years of age or older at the time of entry. The contest is open to amateur and professional designers regardless of place of residence, and is open to Village of Freeville board members and employees and their families.
- Each contestant may enter up to three logo designs over the course of the contest, either separately or all at once. Entries must be submitted in .jpeg format as attachments in an email to [freevillelogo@gmail.com](mailto:freevillelogo@gmail.com) no later than Friday, June 11, 2021. Emailed entries must also include the contestant's name, address and phone number.
- All entries must be the original work of the participant, and must not be based on or derived from any pre-existing logo designs or copyrighted images; however, non-copyrighted "clip-art" elements may be incorporated into submitted designs.
- By submitting an entry, each contestant agrees that if their design is chosen as the contest winner, the Village will assume ownership of the logo, and may obtain trademark or copyright protection without providing compensation to the contestant beyond the \$250 prize. Contestants further grant the Village the right to use a winning design in various print or electronic applications, including but not limited to use on the Village website, letterhead, business cards and vehicles. Only the entry chosen as the winner will be used or published by the Village, except to the extent that other submitted images may, at the Village's discretion, be posted on the Village website.
- The Village reserves the right to ask for revisions to submitted logo designs, to alter the winning design to fit the needs of the Village, or to not select a winner if, in the sole discretion of the judges, no suitable entries are received.

## **ENTRY SPECIFICATIONS**

- Contestants must submit a scalable vector version of their design(s) so that they are adaptable to electronic or print media and to reproduction in both small- and large-size applications.
- Multiple colors may be used in any submission, but designs must also be usable in one-color or grayscale versions; such one-color versions may be included for each multi-color submission, at the contestant's discretion.
- Each submitted design must contain the text "Village of Freeville." The inclusion of other textual elements or tag lines (e.g. "Incorporated 1887," "New York," "NY," "The One and Only, " etc.) is optional.

## **SELECTION CRITERIA**

A panel of judges will evaluate all entries based on the following criteria, though other criteria may also be considered:

- Relevance -- While either abstract or pictorial designs are acceptable, submissions should capture the essence of the Village of Freeville as the contestant sees it, and convey a sense of the Village as a unique and special place.
- Originality -- Does the logo exhibit original design, creativity and imagination?
- Aesthetic quality -- Does the submission command attention? Does it display visual balance and color coordination? Is it appealing?