

St. Lawrence County Public Transit Logo Design Contest Rules

Overview:

Design a logo for the St. Lawrence County Public Transit. By participating in the contest, the artist accepts and agrees to comply with the official rules and that the artwork will become sole property of St. Lawrence County Public Transit operator, St. Lawrence NYSARC. There is no fee to enter the contest. The winner will receive a \$250 award.

Official Rules:

The purpose of the contest is to design a logo for St. Lawrence County Public Transit. The logo may be used in all media including online, print, merchandise, and other collateral with no restrictions. The artwork may be digital or hand-drawn.

- To be eligible, applicants must be currently enrolled as a student of an accredited school at the high school or college level.
- Logos must include the words “St. Lawrence County Public Transit” and “Connecting Communities”.
- The design may not be more than three colors and one of those colors must be Pantone 2266 CP, which is a “forest green color.”
- Email a logo design in .png, .jpg, .psd or PDF formats.
- St. Lawrence NYSARC reserves the right to modify the winning logo, as needed.
- Each person may submit no more than one entry.
- All art submitted must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-part designs, trademarks, or copyrighted images.
- All entries will become the property of St. Lawrence County Public Transit. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to St. Lawrence County Public Transit and the transit operator.
- The decisions of the Selection Committee will be final.
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner’s name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.

Selection Criteria:

A Selection Committee 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 St. Lawrence County Public Transit?

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.

To enter the St. Lawrence County Public Transit Logo Design Contest, eligible participants must:

- Complete the Official Entry Form on the last page.
- Email your completed Entry Form and logo design to Michelle Quinell-Gayle, Assistant Executive Director of Marketing for St. Lawrence NYSARC at mquinell@slnysarc.org by January 26, 2018.