

S.W. Collins Co. 175th Logo Design Official Contest Rules

Introduction:

S.W. Collins Co. gives participants the opportunity to design a new Logo for the 175th anniversary of the company. By participating in the contest, the artist accepts and agrees to comply with the Official Contest Rules.

Participants must:

- 1) Download and complete the official entry form. The form is available for download at <http://www.swcollins.com/175th>
- 2) You may submit up to two (2) Logo design(s) and must complete a separate entry form for each design.
- 3) Convert the design into a usable web version and a scalable vector, print quality version of the logo. The logo must adapt well to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.
- 4) Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting.
- 5) Email your completed Official Entry Form and your design to marketing@swcollins.com or drop off at any S.W. Collins location.

DEADLINE FOR ENTRIES: 11:59 P.M. on FRIDAY, September 28th, 2018.

GUIDELINES: Your design should be dynamic, unique, creative, and represent S.W. Collins and 175th anniversary so as to be clearly identified. You may or may not use the current SWC logo. The logo may incorporate other imagery, abbreviations, abstract symbols or a catchphrase. **Your design may not infringe upon the intellectual property rights of another.**

The design(s) must incorporate "175th" somewhere in the design or a term that represents 175th.

Other terms that can be used for 175th anniversary are:

Demisemiseptcentennial – Literally one-half (demi-) × one-half (semi-) × seven (sept-) × 100 years (centennial)

Dodransbicentennial – Dodrans is a Latin contraction of de-quadrans which means "a whole unit less a quarter". 175 years is a quarter century less than the next whole (bi)century or 175

Quartoseptcentennial – Literally one-quarter (quarto-) × seven (sept-) × 100 years (centennial)

FORMATTING: For purposes of submission, please submit the design in .jpg, .png or .psd (Resolution of 300 dpi) **AND** as a .pdf file (less than 10M B). If the logo incorporates non-standard fonts, you must be able to provide us with the font should your logo be selected. If you are chosen as a winner, you **MUST** be able to provide a high-resolution vector file.

WINNING PRIZE: \$175

The winning design will be used as the official logo for all S.W. Collins Co. branding including promotional items, advertising, digital media, etc. for all 175th anniversary celebrations in 2019. A press release will also announce the winning design and artist.

SELECTION OF WINNER:

All entry designs will be screened and those that comply with the Official Contest Rules and have met the guidelines and specifications, as seen on our website at www.swcollins.com/175th, will be judged by the S.W. Collins Co. Management team. The winner will be notified by telephone, email or mail. In the event that no entry is selected, S.W. Collins Co. reserves the right to declare no winner.

QUESTIONS:

Questions regarding the contest can be submitted by email to marketing@swcollins.com

You may request a high resolution version of the current logo by sending an email to marketing@swcollins.com