

**CALLING ALL STUDENTS, ARTISTS
AND INSPIRED COMMUNITY MEMBERS**

**LOGO
DESIGN
COMPETITION**

WIN UP TO \$1000!

STARK DEVELOPMENT CORPORATION IS LOOKING FOR A NEW VISUAL IDENTITY AND NEEDS YOUR HELP. THE LOGO SHOULD BE RECOGNIZABLE AND HELP SUPPORT OUR MISSION, "TO PROMOTE ECONOMIC DEVELOPMENT, INNOVATION AND ENTREPRENEURSHIP MAKING SOUTHWEST NORTH DAKOTA A GREAT PLACE TO LIVE, WORK AND GROW."

STARK
DEVELOPMENT CORPORATION

WWW.STARKDEV.COM

**DETAILS
AND RULES**



2017 Logo Design Contest

About the Stark Development Corporation

Stark Development Corporation is the economic development office for Dickinson, Stark County and the surrounding area.

- Mission: "To promote economic development, innovation and entrepreneurship making Southwest North Dakota a great place to live, work, and grow"
- Vision: To lead economic development while enhancing quality of life
- Attract and retain workforce
- Promote economic diversification
- Meet with businesses to discuss needs, challenges, and identify opportunities
- Promote opportunities for expansion, new job growth and capital investment
- Support quality of place enhancements
- Foster new business development and entrepreneurs in the community and region
- Attract prospective new businesses and assist with their expansion or relocation
- Work with developers, site selectors, and existing businesses to develop relationships and referrals

Logo Requirements

- Logo must promote the mission of Stark Development Corporation, "To promote economic development, innovation and entrepreneurship making Southwest North Dakota a great place to live, work, and grow.
- There are no limitations and any colors may be used. However, logo must look good in color (if any), grayscale or black and white.

Official Rules

The purpose of the contest is to redesign a logo for the Stark Development Corporation. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- Individuals or teams may submit no more than two entries.
- Open to all ages. Persons under the age of 18 must have parent/guardian submit logo design.
- 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 Stark Development Corporation. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to Stark Development Corporation.

- 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.
- Stark Development Corporation reserves the right to modify the winning logo to better fit the needs of the Corporation.
- The decision of the Selection Committee will be 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 Stark Development Logo Design Contest, eligible participants must:

- Create a logo design in .jpeg, .psd or PDF formats. If you are chosen as a winner, you MUST be able to provide a high resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
- Submit your completed logo design to team@starkdev.com by midnight on **Sunday, October 1, 2017**. The email must include the name, age, address, phone number and email address of the entrant.

Selection Criteria

A Selection Committee comprised of the Stark Development Corporation staff/board 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 Stark Development Corporation?
- **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?

Winner will receive a \$500 award. If the winning design is chosen to be the new Stark Development Corporation logo the winner will receive an additional \$500. If the winning design is produced by a team, Stark Development Corporation will award one prize (divided equally among the team). Winning entrant will be required to sign a release to relinquish all claims to any and all copyrights, royalties and other benefits derived from the sale or reproduction of this work, other than the prize awarded for the winning entry.