

\$100 REWARD!

WANTED: LOGO FOR LOCAL HISTORICAL ASSOCIATION

Fire up your computers, sharpen your pencils, put on your creative hat, and help us brand the Clarke County Historical Association!

Logo Design Contest for the Clarke County Historical Association

About Us

The Clarke County Historical Association's mission is to *help preserve the historical resources and records of Clarke County, and to foster their use, understanding, and enjoyment through stewardship and education.* Since 1939, CCHA has collected archival documents, photographs, and artifacts related to the history of Clarke County and in turn has provided the community with publications, events, and programs that serve to educate and celebrate this history.

In 1964, CCHA acquired the Burwell-Morgan Mill (c. 1785) in Millwood and after two extensive renovations, the Mill now grinds wheat and corn as it did in the 18th-century. Since 1990, the Mill has also served as the venue for the semi-annual *Art at the Mill* show and sale, the primary fundraiser for CCHA and now one of the biggest and best art shows in the region, with over 250 artists displaying work every spring and fall.

In 2001, CCHA established its headquarters in the Coiner House at 32 East Main Street in Berryville. In 2009, a state-of-the-art museum exhibit telling 350 years of county history and celebrating our agricultural heritage and commitment to land and historic preservation, was erected at our Berryville headquarters. *"Our Land Is Our Legacy"* will serve as our flagship educational tool for Clarke County residents and visitors for years to come.

The Clarke County Historical Association is a 501 (c)3 non-profit organization funded by private donations, membership, and special programs. CCHA works in partnership with other community organizations to preserve our heritage, history, and way of life in Clarke County. A 15-member Board of Directors and full-time Executive and Director and Archivist help carry out our mission.

What We're Looking For

The Clarke County Historical Association needs a logo for use on our letterhead, website, and written materials promoting the work we do. An effective logo conveys the nature of the organization it represents. Here are some of the aspects of our work and community that might help you come up with some visual concepts for your design:

- Collection and presentation of artifacts, documents, and stories pertaining to Clarke County history
- Operation and maintenance of a museum and archives in Berryville and the Burwell-Morgan Mill in Millwood
- Preservation of historic properties and culture
- Rich natural resources of our rural county: open spaces, Blue Ridge mountains, Shenandoah river, farms
- Partnerships: with our community and local organizations in the shared goal of education, preservation, and protection

Logo Submission Specifications

- **DEADLINE:** All entries must be received or postdated on or before **June 1, 2010.**
- **WHO MAY ENTER:** The contest is open to any person (except the judges!) and entrants can enter any number of submissions.
- **FORMAT OF ENTRY:** Either a black-and-white or color logo is acceptable. It is preferable if color logos can also be reproduced successfully in black and white. A sketch of the logo design is acceptable. The winning logo may be modified by CCHA staff.
- **TEXT:** The words Clarke County Historical Association and/or "Our Land Is Our Legacy" must be included in the logo design. Please submit font used if computer-generated.

Judging Criteria

- Entries will be judged by a panel of individuals chosen by CCHA representatives.
- Entries will be judged on the following criteria:
 - Innovation
 - Suitability
 - Originality
 - Creativity
 - Technical quality
 - Adherence to the design specifications

A successful logo design should be describable, memorable, effective without color, and scalable - effective at any size.

How to submit an entry

- We will accept hand-drawn submissions and computer-generated submissions.
- If your submission is hand-drawn (i.e. something drawn or painted on paper or some other medium), scan the image at a resolution that best captures the image. Email the scan.
- If your submission is computer-generated and pixel-based, save the logo design as a Tagged Image File Format (TIFF) at a resolution no less than 1,200 points per inch (ppi) at 100% of its height and width.
- If your submission is computer-generated and vector-based, save the logo design as an Encapsulated PostScript (EPS) file. If using color, use the CMYK color scheme, and maximum 2 colors (+ black and white).
- Email your scanned file as an email attachment to: ccha@visuallink.com.
- Include your name, mailing address, email address, telephone number, and the name of your school (if applicable).
- Only e-mailed submissions will be accepted unless specific arrangements are made well in advance of the deadline; please contact us at the above email address for more information.
- The winning entrant must sign an agreement for the assignment of copyright to the CCHA.
- The winner will be asked for a photograph of him/herself and must agree to allowing its use, along with his/her name, for publicity purposes.
- After selection of the winning logo, the winning designer will be informed by email from the Logo Design Contest Chair.

Please contact Jennifer Lee at 540.955.2600 or e-mail her at ccha@visuallink.com with any questions.
Thanks for your participation!

Tips on designing a logo:

<http://www.thelogofactory.com/logo-design-tips/>

<http://www.davidairey.com/5-vital-logo-design-tips/>

<http://www.logodesignlove.com/logo-design-tips>