



City of Seal Beach Centennial Logo Contest

The Seal Beach Centennial Marketing Committee is conducting a logo design contest for the brand development of our 100 year anniversary (1915–2015), being celebrated throughout the entire year of 2015. Our current Founders Day logo (shown above) features an iconic seal and waves that has been the logo for many years.

The contest is open to any individual, including but not limited to Seal Beach residents. Entries will be judged by a team consisting of representatives from local businesses, residents and committee members. The team will select top designs and any winning themes/ideas that may be used as the official logo of the Seal Beach Centennial.

Rules and Submission Requirements:

The contest is open to any individual of any age.

No group projects are allowed; only one participant may submit his or her artwork.

Artists may submit up to two entries and an entry form must be completed for each entry.

The Seal Beach Centennial Marketing Committee reserves the right to extend all deadlines associated with this contest to ensure that a sufficient number of entries are received.

Each design must lend itself to varying formats, including publications, signage, website, promotional items, and other printed material. It must reproduce well in various sizes and when printed in black and white. Limit designs to five colors or less.

All submitted designs and source images must be the original work of the person submitting the application. No third-party artwork or images, including clipart or copyrighted graphics, may be used.

The final design chosen as the contest winner may not necessarily be used as the Centennial's official logo, or may be chosen in whole or in part as the official Centennial logo.

Artwork that has been previously published or exhibited is not permitted.

By submitting an entry, the person agrees that the City of Seal Beach will become the rightful owner of the image and any likeness of the image, and may alter and

reproduce the image at its discretion..

Electronic entries should be vector files only and can be submitted in PDF format.

Incomplete information will disqualify the entry.

The team may choose not to use any contest submissions and retain the current logo, but if a final logo idea/theme is chosen and adopted by the City, the winners along with their created logo will be featured in a future press release by the city. The winning artist will also be recognized at a subsequent Seal Beach City Council meeting and will be presented with a large-format, custom wood print of the logo design by WoodSnap.

All entries will be judged on the artwork's creative ideas that reflect the uniqueness of our beach city, capturing the essence of Seal Beach. Designs MUST incorporate the Founders Day Seal (file provided with this notice) and highlight the Centennial or 100 year anniversary.

Judging decisions are final and may not be appealed.

The deadline for entries is Monday, June 30, 2014. Entries received after the deadline will not be accepted.

For more information, please contact Deb Machen or Seth Eaker at 949-463-5916 or at sealbeachcentennialmarketing@gmail.com.

Seal Beach Centennial Marketing Logo Contest Contestant Entry Form

SAVE THIS FORM TO YOUR COMPUTER, COMPLETE IT, AND SUBMIT IT ALONG WITH YOUR ENTRY AS INSTRUCTED BELOW.

Artists may submit up to three entries and must complete an entry form for each.

Submit contest artwork (electronic entries should be vector files in PDF format)

along with this completed entry form by e-mail with the words "Seal Beach Centennial Logo Contest" in the subject line to sealbeachcentennialmarketing@gmail.com.

Contestant Name: _____

Address: _____

Phone Number: _____ E-mail address: _____

Age if under 18: _____ Parent or Guardian Name: _____
(if contestant is a minor under age of 18)

Signature: _____

Name of Entry: _____

Please choose a name for your entry. This name should coincide with the file name of electronic submission.

Deadline for submission(s) is Monday, June 30, 2014

Save or Download the accompanying file: [sealbeachlogo.jpg](#) for inclusion of seal only in all entries. By participating in the contest, finalists and winners release and agree to hold harmless the City of Seal Beach, the Seal Beach Centennial Planning Committee, the Seal Beach Marketing Committee, their affiliates, subsidiaries, advertising and promotion agencies, sponsors, and prize suppliers, and all their respective directors, officers, employees, representatives and agents, from and against any and all liability for any loss, property damage, or damage to person, including without limitation, death and injury, due in whole or in part, directly or indirectly, from or arising out of participation in the contest, or participation in any contest related activity, or the receipt, use or misuse of any prize(s).