

# Calling all students, artists, kite fliers, kite markers, and inspired community members!

The Southern Oregon Kite Festival invites graphic artists of all ages and skill levels to submit artwork to be considered for use as the official logo for the 2020 Southern Oregon Kite Festival Logo.

The theme for this year is “**2020 Vision**”.

The logo will be used for creating screens for silk screening our event t-shirt and our event poster. All designs must be submitted by March 1<sup>st</sup>, 2020, to be eligible for consideration, and **MUST** include the following text:

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**2020 Vision**  
**Southern Oregon Kite Festival**  
**25th Annual**  
**July 17 – 19, 2020**  
**Brookings-Harbor, OR**

## LOGO SUBMISSION GUIDELINES

### **Artistic** —

This logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc). As a result, while we want the logo to be eye-catching, it must still be legible.

**Color:** there are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white.

**Integrity:** logos cannot contain copyrighted material. Logos must have been created and edited by the entrant. Logos may not include images or licensed images that have been previously published.

### **Legal** —

Entrants assign all ownership rights, including all intellectual property rights to the logo, to The Southern Oregon Kite Festival (SOKF) and, except where prohibited by law, an entry submission into this contest constitutes permission to use the winner’s name, likeness, and information provided on the entry form for publicity purposes, without further permission, or compensation.

Additionally, the SOKF may alter, modify or revise the logo as it sees necessary to achieve our goals. The decisions of the SOKF will be final.

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The preferred format is electronic. If your artwork is hand drawn, then a photograph or scanned file can also be submitted with the following guidelines:

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

Due to the requirements for high quality printing and re-sizing, all entries must be submitted in scalable vector graphic format (EPS). We advise against the use of halftones and gradients unless created inside a vector graphics program.

Image dimensions should be at least 8.5" w x 11" h and may be as large as 14.5" w x 15.5" h

- » Color in this version must be CMYK, no spot colors
- » All images are at least 330 dpi (dots per inch) resolution.

We prefer vector EPS files, but will accept Adobe Illustrator, In Design, Photoshop, Quark, .jpg, .tif, or .png files as long as they meet the criteria stated in the two bullet points above. If sending an *Illustrator* or *Photoshop* workfile, DO NOT flatten layers, and please include fonts as necessary.

#### *Vector Based Art Files*

- *Properly built vector design files are processed without additional art fees.*
- *All fonts must be converted to outlines*
- *Specify all colors as Pantone Solid Coated*
- *Properly built gradients are okay*
- *Transparency and other special effects usually require modifications.*
- *CorelDraw files must be exported as Illustrator, with fonts converted to outlines.*

DO NOT send web images, files embedded within a Microsoft Office (Word, PowerPoint, or Excel) application, or self-extracting files, such as .EXE or .SEA files.

Thank you for your interest in supporting the Southern Oregon Kite Festival