

Town of Lodi Logo Contest

The Town of Lodi is in search of a new logo. Town property owner or any of their immediate family living in the Town of Lodi, of any age are eligible to participate. Submissions should capture the essence of the Town of Lodi and reflect one or more of the attributes that make the Town of Lodi a great place to live, work and play: a safe community, access to plenty of parks and leisure activities.

Official Rules

1. Entries may be created using any medium desired by the contestant and unless submitting electronically, must be submitted on 8 ½" x 11" white paper. It is suggested that entries be converted into vector artwork before submitting. If not submitted as such, the winning design will be converted into vector artwork. The entrant should understand that once the design is converted, it may lose certain artistic detail.
2. Entries must be created with fullest possible attention to detail, as the winning entry will be reproduced in many sizes and color schemes for a variety of purposes. These uses include, but are not limited to: website, embroidery, signage, and other printed or online material. The design must render well at reduced size (ex. placed on business card) and enlarged size (ex. Used for the Lodi Town Hall sign).
3. To preserve anonymity, no signature can appear on the design itself although the artist whose image is selected will get full credit for the design.
4. The design must be the original artwork of the entrant and cannot be copied from another source.
5. Design must include the phrase "Town of Lodi"
6. All entries will become the property of the Town of Lodi. By submitting an entry, the entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to the Town of Lodi. Further, the Town reserves the right to make any modifications deemed necessary in the Town's sole discretion to the winning entry.
7. The winning logo will be selected by the Lodi Town Board. Their decision will be final.
8. The Town reserves the rights not to select a winner if no entries satisfy the judging criteria.
10. Members of the Lodi Town Board, and their immediate family members are not eligible to participate in this contest. Immediate family includes only spouses, parents, and children.

How to Submit an Online Entry

Artists may submit up to two separate entries. Each entry must identify the artist identified and sent to twnlodi.twnlodi.com with the artwork attached. Accepted file types are: pdf, jpg, png, gif, doc, docx.

Please name your file using your first name and last name. If submitting two files, add a 1 or 2 to the end of the file name. (ex. JohnSmith.pdf or JohnSmith1.pdf)

How to Submit a Hard Copy Entry

Artists may submit up to two separate entries. Each entry MUST be accompanied by a note or letter identifying the artist and their address and submit the entry by delivering it to the Town of Lodi office located at W10919 County Road V, Lodi, WI 53555 or mailing the entry to the same address.

Deadline

Submit your logo design(s) by noon on Monday, August 15, 2016. Mailed entries must be postmarked by Monday, August 15, 2016, and must not be folded. The Town of Lodi reserves the right to extend all deadlines associated with the contest to ensure that a sufficient number of entries are received.

Judging

Entries will be presented anonymously to Lodi Town Board and will be evaluated based on the following criteria:

1. Relevance – the entry should be consistent with and visually portray the one or more of the Town’s attributes,
2. Originality – the entry should be creative, innovative, and the original work of the artist entering the contest.
3. Aesthetic Quality – the entry should command attention, display visual balance and color coordination, and contain elements which work together for a unified and appealing design.

We are looking for a design that translates well to various sizes, resolutions, and color palettes, black & white, and monotone

Each member of the Lodi Town Board and the Town Clerk will select 2 designs as for considerations by the full board. Final selection will be made by the Lodi Town Board. The decisions of the judging committee and the Lodi Town Board will be final.

Prizes

The winning contestant will receive \$200. Credit will also be given to the winning contestant on a dedicated page of the town’s website. The Town reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

Questions

For questions please call 608-592-4868.