

Christmas Tree Lane Association Logo Contest Official Entry Form

Christmas Tree Lane Association
Logo Contest

OFFICIAL ENTRY FORM

Artist Name: _____

Address: _____

State _____ Zip: _____

Date of Birth: _____ City: _____

Cell Phone: _____ Email: _____

I have read and fully understand and will comply with the rules and conditions of this contest. I understand that if my entry is selected as the winner I 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 the winning entry.

Date: _____

Signature of Artist: _____

Artists under 18 years of age require the signature of a parent or an authorized guardian.

Signature of Artist's Guardian: _____

*All entries must be signed above.

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Christmas Tree Lane Association Logo Contest Rules

The Christmas Tree Lane Association Logo Design Contest gives participants the opportunity to design a Logo for Christmas Tree Lane and the Christmas Tree Lane Association. By participating in the contest, the artist accepts and agrees to comply with the official contest rules.

Participants must:

- 1) Submit one logo design and complete an entry form.
- 2) Email or mail your completed Official Entry Form and your design to *ChristmasTreeLaneLogoContest@yandex.com*, or P.O. Box 11, Altadena, CA 91003

CONTEST BEGINS: Friday, September 1, 2017

DEADLINE FOR ENTRIES: Tuesday, October 31, 2017

PRIZES:

- First Place \$150 cash prize
- Runner-up for 18 and over group \$50 cash prize
- Runner-up for 17 and Under group \$50 cash prize

The winning design may be used as the Official Logo for the Christmas Tree Lane Association, including promotional items, and on the association's website located at <http://www.christmastreelane.net/>

SUBMISSION:

- Artwork can be produced by any means you like.
- To email artwork in electronic form, send your completed Official Entry Form and your design to ChristmasTreeLaneLogoContest@yandex.com. All file formats and resolutions are accepted.
- To mail physical artwork, send your completed Official Entry Form and your design to CTLA Logo Contest, P.O. Box 11, Altadena, CA 91003.

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SELECTION OF WINNER:

All entry designs will be screened and judged by the board of Directors for the Christmas Tree Lane Association. The winner will be notified by telephone, email or mail.

Contestants agree that the Christmas Tree Lane Association may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. **Contestants assign all ownership rights, including all intellectual property rights to the logo, to the Christmas Tree Lane Association.** Additionally, the Christmas Tree Lane Association may alter, modify or revise the logo as it sees necessary to achieve the goals of the association. The Christmas Tree Lane Association reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

GUIDELINES:

Your design should be dynamic, unique, creative, and may incorporate the full name of the Christmas Tree Lane Association. Your design may not infringe upon the intellectual property rights of another.

LOGO DESIGN OVERVIEW

- **Slogan** -- Altadena's Mile of Christmas Trees
- **What We Do** -- The Christmas Tree Lane Association (CTLA) maintains the health of the lane's 100+ year-old Deodar cedars and keeps the lane lighted for the holidays.
- **Top Three Things to Communicate**
 1. Natural Beauty
 2. Historical Tradition
 3. Community Involvement
- **Our Target Audience** -- Friends and supporters of Christmas Tree Lane, Altadena, and the surrounding communities. All ages.

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- **Color Preferences** -- There are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white.
- **Our Ideas and Additional Information** -- Since the logo may be used in numerous ways (t-shirts, website, promotional materials) try not to make it too complicated. The lane is a family friendly, historic tradition to start to the holiday season, enjoyed by tens of thousands of people every year. CTLA is a community-based non-profit, all volunteer organization.

A note about using clip art, stock photography, illustrations, etc.

Please respect copyrights of other artists. If you copy an image, illustration, photo or icon from a book, website, CD/DVD or other source without permission (assume you DON'T have permission unless it is expressly given) you are infringing copyrights of someone else's work. Please make your own, based on the idea that inspired you.