



## City of Benbrook Logo Contest Rules and Submission Requirements

The City of Benbrook is conducting a logo contest for individuals of all ages. The contest is open to any individual, including, but not limited to, Benbrook residents. Entries will be judged by the 7-member Benbrook City Council. City Council will select top designs and any winning themes/ideas that may be used as the official City of Benbrook logo.

### Rules and Submission Requirements:

- The contest is open to any individual of any age. (Benbrook City employees excluded.)
- No group projects are allowed; only one participant may submit each artwork.
- Artists may submit up to two entries and must complete an entry form for each.
- The City of Benbrook 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 different formats, including publications, signage, website, promotional items, and other printed material. It must reproduce well in different 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 artist. 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 City's official logo, or may be chosen in whole or in part as the official City logo.
- Artwork that has been previously published or exhibited is not permitted.
- By submitting an entry, the artist agrees that the City of Benbrook 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 EPS, JPG, or PDF format. All formats, including drawings, sketches, or paintings are eligible and may be submitted by mailed.
- Print submissions should be no larger than 8.5" X 11".
- Incomplete information will disqualify the entry.
- Benbrook City Council will judge all entries and may choose from three to five finalist designs to submit to the City's graphic design team for refinement. All finalist artists (3-5) will receive a **\$100 contribution** to the charity of their choice. (A 'charity' is defined as a non-profit charitable organization designated by the U.S. Internal Revenue Code 501(c).) City Council 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 winner, in addition to the charitable contribution, will also receive a **\$100 cash** prize and recognition as a creative partner in any new logo reveal publications.
- All entries will be judged on the artwork's creative interpretation of key marketing research findings (as made available in the Benbrook Marketing Study Report), practical usability, and artistic merit in capturing the essence of Benbrook, Texas.
- While not required, participants are encouraged to provide a brief written explanation of their chosen logo design.
- Judging decisions are final and may not be appealed.
- The deadline for entries is **Friday, February 10, 2012**. Entries received after the deadline will not be accepted.

For more information, please contact Cathy Morris at 817-249-6008  
or [cmorris@cityofbenbrook.com](mailto:cmorris@cityofbenbrook.com).



**Benbrook Logo Contest  
Contestant Entry Form**

***SAVE THIS FORM TO YOUR COMPUTER. COMPLETE THE FORM ONLINE AND EITHER PRINT IT AND MAIL ALONG WITH YOUR ENTRY, OR E-MAIL THIS FORM, ALONG WITH YOUR ENTRY, AS INSTRUCTED BELOW.***

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

Contest submissions (electronic entries should be EPS, JPG, or PDF format), along with this completed entry form, may be e-mailed with the words "Benbrook Logo Contest" in the subject line to [cmorris@cityofbenbrook.com](mailto:cmorris@cityofbenbrook.com) or mailed or submitted in person to:

**City of Benbrook  
Attention: Cathy Morris  
911 Winscott Road  
Benbrook, Texas 76126.**

**Contestant**

**Name:**

**Address:**

**Phone Number:**

**E-mail address:**

**Age if under 18:**

*If you are a minor under the age of 18, please have a parent or guardian sign below:*

**Parent or Guardian Name:**

Signature: \_\_\_\_\_

**Name of Entry:**

*Please choose a name for your entry. This name should coincide with the file name of electronic submissions or included on drawings and/or sketches.*

**Deadline for submission(s) is Friday, February 10, 2012**

By participating in the contest, finalists and winners release and agree to hold harmless the City of Benbrook, 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 the any prize(s).