



FOR IMMEDIATE RELEASE

Contact: Cathy Morris @ 817-249-6008

Benbrook City Council Announces City Logo Contest

November 22, 2011 --- Benbrook, TX --- Benbrook City Council is calling on citizens to help develop a logo for the City. "Our City is growing and our future is exciting. We want to consider new ideas for a logo that illustrates who we are and what our City has to offer." says Benbrook Mayor Jerry Dittrich, "The best ideas often come from within the community, so we are reaching out to the public to showcase their talents."

The contest is open to individuals of all ages, excluding Benbrook city employees. Submittals will be accepted from Benbrook citizens and anyone else interested in participating.

A recent in-depth marketing study conducted by the City's contracting firm has revealed several key features that attract residents, visitors, and businesses to the community. Among the most notable discoveries: Benbrook residents and stakeholders have a very positive view of city services; Benbrook enjoys strong community spirit; Benbrook offers ample outdoor and recreational opportunities; and Benbrook is perceived as friendly, neighborly, and welcoming.

Benbrook City Council is seeking themes or ideas for a bold, distinctive logo that will highlight these assets and can be easily refined by the City's graphic design team. "This contest will allow citizens of all ages and ability to submit creative logo ideas that will capture the essence of our City," says Mayor Dittrich.

Contest Rules and Submission Requirements (partial):

- **The contest is open to any individual of any age.** (Benbrook city employees excluded.)
- 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.
- Electronic entries should be EPS, JPG, or PDF format.
All formats, including drawings, sketches, or paintings are eligible.
- 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. 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.
- The deadline for entries is **Friday, February 10, 2012.**

For a complete list of contest rules/submission requirements and instructions, entry forms, and a copy of the Benbrook Marketing Study Report, go to www.cityofbenbrook.com/logocontest.