

Sauk County

Logo Design Contest

Introduction

Sauk County is located in southcentral Wisconsin with a population of 63,642. Sauk County is the gateway to the Driftless Region and is unique in its abundant natural resources and beauty. Sauk County recently completed a placemaking plan entitled "Making Sauk: A Place Plan. Mapping a Vibrant Future for Sauk County." The plan can be found through the following link:

https://www.co.sauk.wi.us/sites/default/files/fileattachments/county_administration/page/46221/making_sauk_a_place_plan_06.22.17.pdf

An extension of the Place Plan is branding, which requires a consistent public message. As part of that process, Sauk County is looking to update its logo. Sauk County announces a competition to design a logo to be used by Sauk County on its website, social media, business cards, letterhead, poster, vehicles, or anywhere else that Sauk County chooses. This document outlines the official requirements and rules of the competition.

By entering, participant agrees to be bound by these contest rules. Violating any rule or not following instructions may eliminate participant's eligibility. Sauk County has the right to disqualify any participant at any time at its sole discretion.

How to Enter

To enter the Sauk County Logo Design Contest, eligible participants must:

- Complete the Official Entry Form
- Create a logo design in .jpeg format
- Submit your completed entry form and logo design by no later than February 1, 2018.

Official Rules

- All participants must be, at the time of entry, 16 years of age or older.
- The contest is open to amateurs and professionals, and is open to employees of Sauk County, and their family members.
- All submitted work must be original work of the participant and must not include, be based on, or derived from any pre-existing or third party designs, trademarks, or copyrighted images.
- All entries will become the property of Sauk County. By submitting an entry, each participant agrees that any logo designs are deemed assigned to Sauk County, and agrees that the County may obtain trademark or copyright protection. Only the entry chosen as the winner and

provided the \$500.00 prize will be used or published by Sauk County, except to the extent that images are posted to the Sauk County website and social media or distributed for input.

- Except where prohibited by law, an entry submission into the contest constitutes permission to use the winner's name, likeness, prize information and information provided on the entry form for publicity purposes, without further permission or compensation. Personally identifying information on this form will be used for administering the contest and to publicize the winning entry. Information will also be made to requesters as required by Wisconsin Open Records laws and requirements (Wis. Stat. §§ 19.31-19.39).
- Each submission must be accompanied by an entry form signed and dated by the participant and, if under the age of 18, by their parent or legal guardian.
- Sauk County reserves the right to modify the winning logo to fit the needs of Sauk County.
- The decisions of the Sauk County Board of Supervisors shall be final.
- The participants must submit a scalable vector version of the design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.
- Participants may submit no more than 3 entries.
- Any entry that fails to comply with any of the requirement of the contest shall be disqualified and will not be considered by the selection committee.
- Logo may include color, and must be demonstrated on both a black and a white background.
- Logo must contain the text "Sauk County"
- All submissions will be displayed on the Sauk County website and Sauk County social media.

Selection Criteria

A selection committee will evaluate all entries based on the following criteria (though other criteria may be considered):

- Relevance – Does the entry align or express the theme/goals/mission of Sauk County?
- Originality – Does the logo exhibit original design, creativity, imagination?
- Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? It is appealing?
- The winner will receive a \$500.00 award. The selection committee reserves the right to ask for revisions on submitted logo designs, to alter the winning design, or to not select a winner, if in its sole discretion, no suitable entries are received.

The Selection Committee will choose the winning logo by March 1, 2018, but the final decision will be made by the Sauk County Board of Supervisors. The winner shall be considered chosen and the award will be presented upon passage of a resolution by the Sauk County Board of Supervisors.