

MARK HISTORY: MAKE \$1,000

The City of Beaufort is getting ready to celebrate its 300th anniversary. We need a great logo to help spread the word and celebrate our heritage. We are seeking top-quality graphic artists for this competition with a \$1,000 award.

**CALL FOR ENTRIES LOGO DESIGN
BEAUFORT, SOUTH CAROLINA
TRICENTENNIAL CELEBRATION 1711-2011
MARCH 3, 2010**

PROJECT:

The Beaufort, South Carolina, USA Tricentennial Committee desires a logo design incorporating, at a minimum, these elements:

- Beaufort, South Carolina (or SC)
- 1711-2011

Other key words and phrases could include Tricentennial, 300th, Celebration, Birthday.

AWARD:

The artist of the selected logo will be awarded a \$1,000 cash honorarium in exchange for all rights to the design. Artwork not selected won't be returned but all rights remain with the artist for those entries not selected as the official winner.

BACKGROUND:

Beaufort, SC, is a conservative Atlantic coastal town in the Deep South with historic roots. The second oldest town in South Carolina, Beaufort was founded in 1711 by the English, although its beginnings date back to Spanish explorers in 1514. Beaufort was named for Englishman Henry Somerset, Duke of Beaufort (1684-1714), one of the Lords Proprietors of Carolina. More details about Beaufort are available at www.beaufortthreecentury.org/ and www.cityofbeaufort.org.

PURPOSE:

The logo will be used as the primary graphic representation of the city's 300th birthday celebration throughout the 2010 buildup to the 2011 event and beyond. The logo must reproduce well in a variety of sizes from a keychain or lapel pin to street banners and billboards.

PROPOSAL REQUIREMENTS:

Acceptable submissions may be created in either PC or Macintosh platforms only in specific formats which allow cross-platform conversion. In your submission, please specify the authoring platform to ensure accuracy. Vector art is preferred for reproduction but isn't mandatory. To keep reproduction costs reasonable, minimize the number of colors in the finished work. In addition to a color version of the design, it is required that a monochrome (black and white) version be submitted. Include or embed any placed images and identify spot colors with Pantone color specifications. **DO NOT** submit works created in Microsoft Office applications such as Publisher, Word or PowerPoint as these won't be accepted or considered.

FORMATS:

1. Vector artwork: EPS, AI or PDF

- Ensure that all typographic elements in each file are converted to curves (paths, outlines).

2. Raster Artwork: PSD, JPEG, TIFF

- Prepare artwork in RGB color space at a resolution not less than 300 dpi at 8"x10"
- Avoid file compression algorithms such as LZW and JPEG routines that can damage image quality
- Don't flatten or merge layers of a PSD production file, and ensure that type is rasterized to avoid font matching issues

SELECTION PANEL:

Entries will be judged by an independent panel of qualified experts in graphic design.

REVIEW CRITERIA:

- Artistic merit
- Relevance to the Project and Purpose
- Simplicity
- Reproducibility

DEADLINE:

All submissions must be received by 5 p.m., April 15, 2010, at the address below. Late submissions won't be considered regardless of circumstances. There is no charge to enter.

NOTIFICATION OF WINNER:

The selected artist will be notified by email and US Mail by mid-May, 2010; other entrants will be notified shortly after.

SUBMIT TO:

Mail CD with completed artwork in the required formats to:

Jon Goebel
Beaufort Tricentennial Competition
University of South Carolina-Beaufort
801 Carteret Street
Beaufort, SC 29902

Be sure to include your Name, Address, Phone Number and e-mail with your submission.

QUESTIONS?

Contact John Williams, Williams Group / PR at john.williams.pr@gmail.com.

**BEAUFORT, SOUTH CAROLINA
TRICENTENNIAL CELEBRATION 1711 -2011**