



Maureen McGuigan
Deputy Director of Arts and Culture
Department of Arts and Culture
Electric City Trolley Museum
300 Cliff Street
Scranton, PA 18503
Office: 570-963-6590, Ext. 102
Fax: 570-963-6447
mcguiganm@lackawannacounty.org

Lackawanna County Department of Arts and Culture Logo Design Contest

The **Lackawanna County Department of Arts and Culture** is sponsoring a logo contest for the **ARTS Engage!** program. The winning design will become the official symbol for the program. The logo will be used to by the program and participating organizations.

Prize: The contest winner will receive a \$500 monetary award.

Logo Design Guidelines:

- Images/designs used should represent the overall goals of ARTS Engage!, including the goal of presenting the arts to students of Lackawanna County.
- Flexibility with the logo is important. Therefore, entries must be in three or fewer colors and equally appealing in black and white.
- Logos must incorporate the words "ARTS Engage!"

Submission Format: Please

- Include a brief description of one to two pages, 12 pt. font, to include a written description of the logo design and its relevance to the ARTS Engage! program. Entries must include the artist's full name, address, telephone number(s) and e-mail address. Please do not have your name directly on the logo design being submitted.
- ARTS Engage! may ask finalists for the original program file (Illustrator, Photoshop, etc.).
- Submit both a color copy and grayscale copy of the logo.
- The submission deadline is **July 15, 2010**.
- Each submission should be in a PDF format and may be sent via email to artsengage@gmail.com.

Mail or hand delivers to: ARTS Engage!
Electric City Trolley Museum
300 Cliff St., Scranton, PA 18503



Maureen McGuigan
Deputy Director of Arts and Culture
Department of Arts and Culture
Electric City Trolley Museum
300 Cliff Street
Scranton, PA 18503
Office: 570-963-6590, Ext. 102
Fax: 570-963-6447
mcguiganm@lackawannacounty.org

Contest Rules:

1. Contestants must be a resident of Lackawanna County.
2. Contestants must be, at minimum, the age of a high school student. If under 18 years of age, parent(s)/guardian(s) must give permission to participate in the contest.
3. Entries must be original work. Copyrighted materials are not allowed.
4. Winning entry becomes the property of Lackawanna County.
5. Entrants may submit up to three logo designs.
6. Entries must be received by **July 15, 2010**, to be considered for judging.
7. Applicants will be notified by late September 2010.
8. In the event that any of the submissions are submitted by a team (more than one person), the prize will be split evenly among the participants.
10. Written Description: One to two pages, 12 pt. font, to include a written description of logo:
 - a. Name, address, telephone number(s), email address and web site (if applicable)
 - b. If part of a team, please list additional member name(s)
 - c. Where you learned of this opportunity
 - d. A description of your concept and approach to the design

Suitability for Reproduction

Lackawanna County reserves the right to alter the design if necessary. This includes redrawing, resetting type and changing colors. The design must be the artist's original creation and shall not be copied or duplicated, nor can elements be pulled from previously published artwork, photographs, clip art, or electronic graphics. Photographs or photo manipulations will not be accepted. All submitted artwork becomes the property of Lackawanna County, and the County retains unlimited usage rights.

In exchange for the prize, the winner will transfer intellectual property rights of the design to Lackawanna County. Lackawanna County will have the rights to reproduce and distribute the designs.



Maureen McGuigan
Deputy Director of Arts and Culture
Department of Arts and Culture
Electric City Trolley Museum
300 Cliff Street
Scranton, PA 18503
Office: 570-963-6590, Ext. 102
Fax: 570-963-6447
mcguiganm@lackawannacounty.org

Judging Criteria – A panel will review and judge all submissions. Each submission will be judged on the basis of:

- Creative expression
- Originality of entry
- Effectiveness
- Mission captured
- Campaign adaptability
- Effectiveness

During the judging period, submissions will remain anonymous.

Lackawanna County Department of Art and Culture’s ARTS Engage! program

ARTS Engage! is a Lackawanna County initiative that supports public youth art programs for K-12 students in all artistic disciplines including visual arts, theater, dance, music and writing. It is a partnership between the Department of Arts and Culture and Children and Youth Services. Community organizations are funded to run arts and recreation programs that are open to all residents of Lackawanna County and are free or low-cost. At-risk children are able to participate in these programs as a way to help develop positive social skills through the power of the arts. To date twelve (12) organizations have participated in the ARTS Engage! program and over 900 children have been served.

ARTS Engage! has included the following organizations:

Boys’ and Girls’ Club of Northeastern PA
City of Scranton Parks and Recreation
Dickson City Civic Center
Electric Theatre Company
E.O.T.C.
Everhart Museum,
Howard Gardner School for Discovery

Keystone College
Lackawanna Historical Society
N.E.I.U. #19
Scranton Civic Ballet
Scranton Public Theatre
United Neighborhood Centers of NEPA

ARTS Engage! is unique because it is a youth arts program funded through a social service agency and a partnership between two County government agencies. It is a revolutionary way of addressing how the human services can transform their clients’ lives. It also allows arts organizations, social service agencies and artists to connect and invest with their communities, share resources and ideas, build audiences and reach the underserved. This allows for sustainability of programs, creates long-term partnerships benefitting both the children and their families, and strengthens the region’s communities.