

# ARTsmart New Mexico Logo Contest

## About ARTsmart

ARTsmart is a 501c3 nonprofit that was founded in 1993. It provides more than 8,000 students and 2,200 hours of instruction in the visual arts to the youth of New Mexico each year. Since its inception, more than \$4,422,000 has been invested by ARTsmart to subsidize student art programs and provide art materials for northern New Mexico youth. ARTsmart serves 10 public schools annually by our six ARTsmart Instructors. Another \$63,000 in the ARTsmart's Art Changes Lives Scholarship has been awarded to high school seniors to pursue the visual arts in college. ARTsmart gives art opportunities to incarcerated teens in the Youth Development Center and offer year-round after-school programming and weeklong spring and summer camps. For more information, go to [artsmartnm.org](http://artsmartnm.org).

## Official Rules

The purpose of the contest is to design a logo for the ARTsmart. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- To be eligible: Individuals or teams may submit no more than two entries (a separate Entry Form must accompany each submission).
- All submitted work must be the original work of the entrant(s) 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 ARTsmart. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to ARTsmart.
- Except where prohibited by law, an entry submission into this 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.
- The words ARTsmart New Mexico must be part of the design.
  - ARTsmart reserves the right to modify the winning logo to better fit the needs of the ARTsmart.
  - The decisions of the Selection Committee will be final.
  - The selected winner MUST submit a scalable vector version of the winning 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.

## How to Enter

To enter the ARTsmart Logo Design Contest, eligible participants must:

- Complete the Official Entry Form on the next page.
- Create a logo design in .jpeg, or PDF formats (if you are chosen as a winner, you MUST be able to provide a high resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
- Submit your completed Entry Form and logo design to [speterson@artsmartnm.org](mailto:speterson@artsmartnm.org) by **Monday, May 1, 2017**.

## Selection Criteria

A Selection Committee comprised of the ARTsmart Board Members will evaluate all entries based on the following criteria (though other criteria may be considered):

- **Relevance** – Does the entry align with the mission statement of ARTsmart?
- **Originality** – Does the composition exhibit original design, creativity, and imagination?
- **Aesthetic Quality** – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

The winner will receive a \$500 award. The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

ARTsmart Mission Statement:

ARTsmart empowers and transforms lives by teaching art, literacy and life skills.

# Logo Design Contest: Entry Form

## Contact Details – Artist

Name:

Address:

City:

State:

ZIP Code:

Phone:

E-mail:

## Logo Description

Please describe the symbolism behind your logo design:

## Required Signatures

By participating in the ARTsmart Logo Design Contest, each entrant represents and warrants that s/he has read and agrees to be bound by the contest's official rules. Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry. This form must accompany all contest submissions.

Signature – Artist:

Date: