

GREER CULTURAL ARTS COUNCIL • LOGO COMPETITION

The Greer Cultural Arts Council (GCAC) is a not-for-profit organization dedicated to growing and presenting the arts in Greer, South Carolina. Education is a huge part of what we do, and we think that should be celebrated in as many ways as possible. And what better way to do that than to include it in our new branding initiative – more specifically, our new logo creation.

Soooo...(drumroll, please)...we'll be hosting a logo design competition that will be open to area college students who are pursuing art in the form of graphic design. The winning artist will not only have an exceptional portfolio piece, but will also receive a sweet little prize pack. There will also be prizes for the runner-up and third place.

This is your chance to create a real-world logo that will be seen across multiple platforms in integrated marketing efforts. A chance to have your work used by an area organization that supports a field you're passionate about.

We're looking forward to seeing your skills. But first, you'll need some parameters. So, use these as a starting point – but don't feel limited. Let your imagination go.

Name: Greer Cultural Arts Council (GCAC) - Although we'd like to push the acronym, it isn't currently well-known or recognized - so we may need the full name somewhere in the logo.

Mission: Our mission is to enrich the Greater Greer Community by providing affordable arts opportunities through exposure, education, and outreach.

Tagline: Growing our community through the arts.

Colors: Preferably modern colors, but no hard rules. Do what you think is best for your design. This will have to be printed in places, so too many colors might be tough.

Icon or no icon: Up to you. We do want people to know what we're about, so an icon could help that – but not required.

Stacked or vertical: Again, up to you. However, it may need to be used in both forms at different points – but we'll cross that bridge when we come to it.

Timeline: Welcome to the world of advertising – there is a timeline for entries. All submissions must be emailed to ArtsCouncil@CityofGreer.org by **April 30, 2019 by 5:00 PM** to be included in the contest.

Winner will receive:

- 1st Place Prize - \$350
- 2nd Place Prize - \$150
- Recognition in local newspapers
- A Career Coaching Program with a Career Coach valued at \$1,000 for 1st place winner.
- All qualifying submissions will receive a Gift Card.

If you have any questions, please email Ruth Witty, Chair of Marketing Committee, Greer Cultural Arts Council RuthWitty1@gmail.com, and we'll get back to you as quickly as possible.

DISCLAIMER – We reserve the right to modify the art work as it becomes the sole property of GCAC.