DOWNTOWN TRANSPORTATION PLAN LOGO CONTEST
CONTEST GUIDELINES

Be a part of shaping the future of Downtown San José!

The goal of this competition is to generate a great logo for the Downtown Transportation Plan, as well as gathering further community interest and encouraging participation in our surveys and social questions. Your logo design entry must be engaging and eye-catching - help us to improve the access, safety, and equity of our beautiful Downtown area for all of our San José neighbors!

WINNING ENTRY WILL RECEIVE $700 GRAND PRIZE
THREE RUNNERS-UP WILL RECEIVE $100 EACH

ABOUT THE DOWNTOWN TRANSPORTATION PLAN

A city’s Downtown says a lot about the culture and lifestyle of the people. It’s where we grow our careers and make our living. It’s a place many of us call home and grow our families. It’s where we engage and connect to visit galleries, museums, theaters, shops, parks, and restaurants. And while there are many amazing strengths to build around in our Downtown today, there are also opportunities to improve it.

We want to see Downtown San José flourish as a hub for everyone to enjoy, to provide attractions, to safeguard the history that reflects the communities here, to have well-lit sidewalks lined with beautiful trees, to be able to get around easily with public transportation, and to support vibrant and diverse business and retail activities.

We have the opportunity to develop a plan that delivers a safer, healthier, more enjoyable, and more affordable Downtown transportation system for all - and we want your help!
The goals of the San José’s Downtown Transportation Plan include:

- Improving getting around, whether by foot, bike, car, or taking transit
- Improving transportation equity and access for everyone
- Improving the comfort and enjoyment of streets, public plazas, paseos, and parks
- Supporting and complementing the identity of Downtown

We are looking for a logo design that embodies those goals!

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**ELIGIBILITY**

- This contest is open to all Santa Clara County residents enrolled part- or full-time in a degree-granting college, university, or polytechnic institute.
- All entrants must be 18 or older as of October 1st 2020.

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**TO ENTER, ENTRANTS MUST SUBMIT THE FOLLOWING BY 11:59PM PST NOVEMBER 16TH 2020**

- A logo design that meets the criteria listed in the below sections - this design may be unfinished, and entrants must be open to comments and suggested edits by the MoveSanJosé team. Our intention is to replicate the process of commissioning a logo design from a professional designer as much as possible.
- A completed entry form.
- All preliminary entries must be submitted by email to movesanjoseca@gmail.com by 11:59PM PST NOVEMBER 16th 2020. Dropbox links may be permitted for large image files.
CONTEST

- Entries may be submitted as unfinished preliminary designs, as the MoveSanJosé team will be offering feedback and revision suggestions to the winning entry. Your intended final design must be clear in any entry submitted.

- Entrants must submit preliminary designs by email to movesanjoseca@gmail.com no later than 11:59PM MONDAY, NOVEMBER 16TH 2020.

- Winner and runners-up will be notified by email by November 20th

- MoveSanJosé will submit comments and suggestions to the winning entry, who will then finalize their design for our use by December 3rd

- Upon completion of the final design, the winning entrant will receive a $700 prize, and runners-up will receive $100 each.

- Failure by the winning entrant to present a final design (that incorporates our feedback) within the two-week period will be deemed ineligible, and a winner will be chosen instead from the runners-up.

DESIGN GUIDELINES

- Logo must be eye-catching and exhibit clean design.

- Design must convey the goals and intentions of the Downtown Transportation plan, as written at the beginning of this document.

- Winning artwork must be produced by the artist in the following formats:
  - All files submitted must be saved as CMYK color format.
  - Resolution must be no lower than 350 DPI
  - Vector. The primary file must be produced in a vector format, which will allow us to resize the image without loss of quality or pixelation.
  - Tiff file format, no less than 350 DPI, white background
  - PNG at 350 dpi, with a transparent background, in the following sizes with no loss of image quality:

- All submitted artwork must be original to the entrant.
• One submission per individual. All submissions must be representative of one individual’s work - no teams.

• Designs must be non-partisan, and must not feature any of the following: demeaning or disparaging content, profanity, violence, unlawful goods or services, unlawful conduct, obscenity or nudity, prurient sexual suggestiveness, “adult” goods or services, promotion of alcohol, firearms, tobacco or marijuana sales, content that is false or misleading, defamatory, political, or religious.

• We encourage use of the DTP acronym, but entrants must ensure that any included text is clear, legible, and will scale well to multiple sizes.

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YOUR DESIGN WILL BE REVIEWED ON THE FOLLOWING:

• Effectiveness in conveying the purpose and ‘vibe’ of the Downtown Transportation Plan (see description at the beginning of this document)

• Ability to draw the attention of the viewer - must be eye-catching.

• Artistic quality and professional design style.

• Design must be non-partisan, and bilingual if applicable.

By signing below I agree that I have read and understood the above criteria and, in the event that my entry is selected as the winner, will fulfill my obligation to accept and integrate feedback in my finished design, and provide said design in the formats listed under Design Guidelines

SIGNED: ______________________________________________________________

DATE: ________________________________________________________________