

Logo Design Competition for ARLIS/NA-MW Chapter Art Libraries Society of North America Mountain West Chapter

The ARLIS/NA Mountain West Chapter announces a competition for a new chapter logo. Graphic design students from institutions in the Mountain West region are invited to submit proposals. This is a great opportunity for students to strengthen their portfolios and to help support our non-profit organization.

CURRENT LOGOS

- ARLIS/NA-MW (chapter) logo to be redesigned: <http://arlisna-mw.lib.byu.edu>



- ARLIS/NA (parent organization) new logo: <http://arlisna.org>



- ARLIS/NA has several other chapters, each one with its own logo: <http://www.arlisna.org/organization/chapters.html>

DEADLINE

- **Deadline for submission of entries: AUGUST 15, 2014.**
- **Winner will be notified by AUGUST 29, 2014 by the Logo Competition Committee.**

SUBMISSION

- Submit a single image file in either JPG, EPS, or TIFF format; must be readable in a variety of sizes
- Image attachment should be no larger than 2GB
- Submit a short biographic information about the designer
- Submit entries and questions to:

Christiane Ramsey, BYU Fine Arts Librarian
Brigham Young University, Provo, UT
EMAIL: chris_ramsey@byu.edu

PRIZE

- The winner will receive \$250, receive a spotlight in the chapter's newsletter, and be announced on the chapter's website.

COMMITTEE

- The judging committee includes Christiane Ramsey (Fine Arts Librarian, BYU, Provo, UT), Alex Watkins (Art & Architecture Librarian, University of Colorado, Boulder), Rebecca Potance (Librarian, New Mexico Museum of Art, Santa Fe), and Julie Williamsen (Theater, Media Arts, and Communications Librarian, BYU, Provo, UT).

GUIDELINES & REQUIREMENTS

- The logo MUST incorporate the official name of the chapter: ARLIS/NA-MW (dash) or, ARLIS/NA and "Mountain West Chapter" on a separate line, or ARLIS/NA and "MW."
- The logo should relate to the parent organization ARLIS/NA and its overall identity
- Logo MUST be adaptable to both digital and print use. It will be used in webpages, emails, newsletters, posters, and a variety of print and promotional materials that may include t-shirts, mugs, bags, etc.
- May be black & white or color, but should work well in both versions
- Should be flexible enough to be used in a future redesign of the chapter website
- Use interesting, simple, and contemporary typography
- Entrants are responsible for the contents of the design, and should not violate any intellectual property including trademarks or copyrights. By admitting their entry, the designer certifies that the entry is original, and no other person or entity holds rights to the entry and its components. The winner agrees to transfer all applicable copyright to ARLIS/NA-MW.