



## TOWN OF SHREWSBURY

Richard D. Carney Municipal Office Building  
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Shrewsbury, Massachusetts 01545-5338

### Logo Competition Guidelines and Contest Rules

#### Purpose

The Town of Shrewsbury is challenging our community to create the logo for the Shrewsbury Department of Public Works that will be used for official use in various ways – including Town website, social media sites, letterhead, printed material, etc.

#### Guidelines

- Logo must include the words “Town of Shrewsbury Public Works”
- The logo’s design should reflect the work conducted and values of The Shrewsbury Department of Public Works.
- Logo must be the original work of the submitters
- Logo may include any colors
- Logo may be created with pencils, crayons, markers, paint, or may be created with a computer-drawing program.
- Logo should be simple, not overly detailed, and all elements must be discernible when reproduced in smaller sizes
- The logo must be appropriate for a professional business setting.

#### Participation

- The contest is open to all Shrewsbury residents entering grades 9-12 in the Fall of 2021
- Group Submissions are welcome; however, only one (1) prize will be awarded regardless of group size.

#### Submission

- All entries must be submitted electronically to the Shrewsbury Department of Public Works at [dpwsupport@shrewsburyma.gov](mailto:dpwsupport@shrewsburyma.gov).
- Paper formats will be accepted only in addition to electronic submittal.
- Images must be a minimum of 3 inches by 3 inches (3”x3”)
- Electronic submissions should be in .jpg or .tiff file formats.
- Submissions must include the full name(s) of the person(s) who designed the logo, name, email address, postal address, and telephone number.
- One or more submissions per person is acceptable. Each submission must be sent in a separate email.
- There is no fee to enter the contest.

#### Submission Deadline

The contest closes at **4:30 PM (EST) September 30, 2021**. Late submissions will not be considered.

#### Judging

A committee comprised of a five (5)-member team consisting of: Director of Public Works, Superintendent of Public Facilities, and a member of the Shrewsbury Select Board, Shrewsbury Schools Art Director, and DPW Business Management staff member. Entries will be judged on their visual appeal, adherence to the concept prompting the contest, quality of design, and ease of reproduction for the purposes stated above. The Judge’s decision will be final.

### **Copyright**

The Town of Shrewsbury will acquire ownership of the winning logo by assignment of copyright, and the winning designer will disclaim any trademarks and without limitation, all other rights related to the design. In the event the designated winner is under eighteen (18) years of age a parent/guardian will disclaim any trademarks and without limitation, all other rights related to the design.

By submitting a logo for entry in the competition, the designer acknowledges that he/she/they are the person that created the logo and is the rightful owner. The designer also certifies that the logo does not infringe upon the rights of any third party and that it does not violate any copyright. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

### **Prize**

The prize for the winning entry is \$500.00. This prize remains the same regardless of the size of the team submitting the winning entry. The winning entry will also receive public recognition at the Board of Selectmen meeting.

### **Please note**

The Town of Shrewsbury is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.

The Town of Shrewsbury reserves the right to cancel or modify the Contest and award the prize by alternate means if fraud or technical failure is determined at any time by entrant including after the submission window has closed.

If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

