

## **REQUEST FOR SUBMISSION**

Project Title: 2010 Nebraska State Fair Logo Design

Issued: January 15, 2010

Deadline for Receipt of Submission: February 15, 2010, 5:00 p.m.

### **Company Background**

2010 marks the 141<sup>st</sup> Nebraska State Fair and the move to its' new home in the host city of Grand Island, Nebraska. The Nebraska State Fair is a celebration showcasing Nebraska's excellence in agriculture, industry, commerce, education, arts, sciences, technology; and reinforces a sense of community and shared culture for the citizens of Nebraska.

### **General Description of the Project**

The intention of this contest is to select the design submission of a qualified agency and/or individual(s) for the 2010 Nebraska State Fair logo. The winning design will be used on collateral materials such as newspaper print and TV advertisements, banners, posters, fliers, brochures, and souvenir items.

### **Design Requirements and Considerations**

- Logo should encompass the mission of the fair and reflect :
  - Agriculture
  - Family fun
  - Youth
  - Entertainment
- Consideration should be given to the new State Fair facilities and not be location specific.
- No cartoon characters please.
- A maximum of four colors.

### **Assumptions and Agreements**

- The selected logo design and the graphic files that make the composite design will become exclusive property of the Nebraska State Fair.
- The winning design will be awarded \$2,000 and will be given public recognition for the design.
- The Nebraska State Fair Board reserves the right to use the selected logo for future Fairs.
- The Nebraska State Fair Board reserves the right to request or make minor alterations to the submission.
- The Nebraska State Fair Board reserves the right to reject any and all logos

**Submission Information**

Please include a paragraph along with your logo explaining the rational of the design. Entries should be submitted electronically to [jhafer@statefair.org](mailto:jhafer@statefair.org) in a JPEG or TIF format. Deadline for logo submittal is February 15, 2010 at 5 p.m.

**Anticipated Selection Schedule**

The winning entry will be selected by the Nebraska State Fair Board and staff. Notification will be given by February 25, 2010.