

GREENWICH DEPARTMENT OF HUMAN SERVICES LOGO DESIGN CONTEST RULES

About the Greenwich Department of Human Services

The Greenwich Department of Human Services seeks to create an easily recognizable logo to raise the visibility of the department and its services as well as highlight the support that the Department provides the residents through their Community Partnerships.

The Department's Mission: To enhance the quality of life of Greenwich residents through support in meeting basic human needs and promoting services that foster self-sufficiency.

The Department's Vision: All Greenwich residents have access to the opportunities and pathways that will lead them to well-being and economic stability. This vision is achieved through a robust and integrated system of appropriate services that are equitable, accessible, and available.

The Department's Values are: inclusion, respect, teamwork and open communication.

The Department's Service: provides direct services to connect residents to the essential resources of the community. These resources provide the support to wide variety of services such as: Health Care Services, Educational and Employment Opportunities, Food, Personal Safety and Shelter. The Department has staff that is bi-lingual and all staff is dedicated to help each resident.

Official Rules

The purpose of the contest is to design a logo for the Department of Human Services. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- To be eligible, each entrant must currently be between the ages of 5-19 living in Greenwich CT.
- Individuals or teams may submit no more than two entries (a separate Entry Form must accompany each submission).
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- All entries will become the property of the Department of Human Services. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to Town of Greenwich.

Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.

- The Town of Greenwich, the First Selectman's Youth Commission and the Greenwich Department of Human Services reserve the right to modify the winning logo to better fit the needs of the Initiative.
- The decisions of the Selection Committee will be final.

- The selected winner MUST submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.
- Contestants are encouraged to review the Department’s website as well as their Annual Report to gain more insight into the services that the Department provides Greenwich residents.
- The Tag Line: We serve as a bridge.

How to Enter

To enter the Department of Human Services Logo Design Contest, eligible participants must:

- Complete the Official Entry Form on the next page.
- Create a logo design in .jpeg, .psd or PDF formats (if you are chosen as a winner, you MUST be able to provide a high-resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign). Submit your completed Entry Form and logo design to: gdhslogocontest@greenwichct.org by **Friday, May 20, 2022**.

Selection Criteria

A Selection Committee comprised of the First Selectman, the Department of Human Services Commissioner and members of the First Selectman’s Youth Commission will evaluate all entries based on the following criteria (though other criteria may be considered):

- **Relevance** – Does the entry align with the mission, vision and values of the Department of Human Services?
- **Originality** – Does the composition exhibit original design, creativity, and imagination?
- **Aesthetic Quality** – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

Contest Prize

The total amount of the prize for the winning entry will be \$250 in the form of an Amazon gift card or card(s). If two artists submit the winning entry jointly, the artists or their representatives may request two (2) \$125 Amazon gift cards instead of one (1) \$250 card. If one artist submits the winning entry, one (1) \$250 Amazon gift card will be awarded to the winner.