

Volusia County Economic Development:

“Volusia Business Resources Logo Design Contest: Rules & Requirements

Mission: Volusia County Economic Development works collaboratively with all the county economic development stakeholders to assist new and existing business with the desire and potential for growth within Volusia County.

The website www.volusiabusinessresources.com is the link to comprehensive information for Volusia County businesses in any phase. From start-ups, second-stage and maturing businesses, this easily accessible resource compiled from a collaboration of strategic partners, economic development practitioners and other business organizations can assist with the process to “Start, Grow, Fund and Expand.”

Volusia Business Resources is gearing up for a post-Covid relaunch and website enhancement based on the input of a recent county-wide business survey and our valued stakeholders. As a way to involve small businesses and elevate local brands, Volusia County Economic Development is seeking local graphic designers/design firms to participate in a fun and friendly competition to design the new logo for Volusia Business Resources.

Interested designers are encouraged to make a submission by the deadline of February 2, 2022.

If your design is chosen, it will be recognized by Volusia County Economic Development and our partners, practitioners and participating organizations. Submission guidelines and requirements are listed below as well as on the www.volusiabusinessresources.com website.

Eligibility: Businesses interested in participating in the competition must meet the following criteria:

- Must be located in Volusia County.
- Be licensed to operate in the State of Florida, Volusia County and the municipality the business is located in.
- Business is not operating in violation of any state, federal or local laws

Competition prizes: The business with the winning design will receive the following:

- \$500 cash prize
- Dedicated feature business profile in a future Volusia County Economic Development Quarterly publication distributed via email to 14,000 +/- contacts

and published online at <http://www.floridabusiness.org/economic-reports/quarterly.stml>

- Speaking time and certificate presentation at a future Volusia County Economic Development “Q” Breakfast meeting

Sponsors: Volusia County Economic Development

Design Requirements:

Logo layouts to submit:

- 2 design layouts of logo – horizontal and stacked (vertical) in the following colors: full color, black, and white/knockout
- At least one layout must include the website address:
www.volusiabusinessresources.com

Other guidelines and requirements:

- Logo must evoke trust and professionalism for an entity that represents connection between the business community and resources available for startups, growing and mature businesses
- PMS colors only with numbers included with submission
- Logo design should be simplistic enough to be easily transferrable to promotional products
- Logo design must adhere to WCAG and ADA color compliance codes
- Original professional designs only, no stock or self-publishing programs (i.e. Canva)
- Only one logo design submission per designer/business

When submitting logo, please include a detailed description of your design vision and what it represents.

Contest winner agrees to make minor edits if requested to finalize the design and transfer all rights of ownership without compensation to the logo design to Volusia County Economic Development. In addition, contest winner must provide finalized full color, black, and white logos in the following formats: .AI, .eps, .jpeg, .png, and .pdf.

Design Rules: By submitting an entry, you acknowledge that your entry: a) is your original work; b) does not contain material or images that are, in the County of Volusia’s (County) sole judgment, obscene, inappropriate for a general audience that may include minors, or defamatory; c) does not violate or infringe upon the copyrights, trademarks rights of privacy, publicity or other rights of any person or entity; d) does not and will not violate any applicable law, statute, ordinance, rule or regulation; e) does not feature the likeness

of a private individual without that individual's written permission for its use; and f) does not trigger any reporting or royalty obligation to any third party. Further, any and all entries shall be deemed, and shall remain, the property of the County. The County shall not be subject to any obligation(s) of confidentiality with respect to any Entries, nor is the County liable for any use or disclosure of any Entries. Without limitations of the foregoing, the undersigned hereby grants the County a worldwide, perpetual, non-exclusive license of every kind and nature, and the County shall be entitled to unrestricted use of the Entries for any purpose whatsoever, commercial or otherwise, without compensation to the provider of the Entries or any other person or entity.

Judging Criteria: Entries will be reviewed by the Volusia Business Resources Partnership, upon which time the finalist will be selected. Entries will be judged on the following criteria: a) overall aesthetics or eye-catching ability; b) Clarity, strength and effectiveness of design; c) uniqueness of the design in relation to the County of Volusia.

Contest Winner: The County, via the Director, Volusia County Economic Development's office, will notify the winner via email and phone using the contact information listed on the contest entry form. Once the winner has been verified, the Director, Volusia County Economic Development's, will announce the winning design. The contest winner understands and agrees to the use of the winner's image pursuant to the terms described in the Design Rules section above of this Contest Rules and Requirements Agreement.

Additional Terms and Conditions: By entering the contest, each contestant agrees to: a) comply with and be bound by the Official Rules and the decisions of the County, which are binding and final in all matters relating to this contest; b) release and hold harmless the County including its districts, authorities, separate units of government established by law, ordinance or resolution, partners, elected and non-elected officials, employees, agents, and volunteers and any other organizations sponsoring, advertising or promoting the contest, and all of their respective past and present officers, directors, and employees.

To Enter: All entries must be submitted with a completed application and include a PDF file containing the logo design both in horizontal and vertical orientations in three color variations: 1 in black, 1 in white (reverse or knockout) and 1 in full color.

All entries must be submitted by email to vcled@volusia.org by February 2, 2022 with the Subject line: *VBR Logo Design Entry* to be entered in the competition. **Volusia County Economic Development:**

Volusia County Economic Development

“Volusia Business Resources Logo Design Contest”: Entry Form

Description of design vision (500 characters or less:

Authorized Contact Person: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email: _____

I have read and agree to the official rules and requirements.

Authorized Signature of Contestant

Date