

# Generation 1<sup>st</sup> Degree-Pico Rivera Logo Contest Submission Rules



## Introduction

Generation 1<sup>ST</sup> Degree-Pico Rivera gives ERHS students the opportunity to design a logo that highlights the importance of higher education for all students. The vision and goal of the campaign is to ensure that every household in Pico Rivera will have at least one college degree. Reaching this goal will have an enduring impact on the college outlook of families from El Rancho High School.

## Eligibility

Contest is open to ERHS students. If you are less than 18, your parents must sign the consent block on the Official Entry Form below.

### ENTRY:

To enter the Contest, eligible participants must:

- 1) Complete the Official Entry Form. The form is attached below.
- 2) Create a logo!
- 3) Convert the design into a usable web version and a scalable vector, print quality version of the logo. The logo must adapt well to electronic and print media on small and large surfaces, and for use in color or in grayscale.
- 4) Email your completed Official Entry Form and design to: [jgutierrez@hsf.net](mailto:jgutierrez@hsf.net)

Artists may submit up to two (2) logo designs per artist and must complete a separate entry form for each design.

**DEADLINE FOR ENTRIES:** You must email your design and completed entry form by 11:59 p.m. PST by **March 2, 2012.**

**LOOK AND FEEL GUIDELINES:** Your design should be dynamic, unique, creative, and incorporate the full name of the campaign: "Generation First Degree Pico Rivera". The logo may incorporate other imagery, principle abstract symbols or a catchphrase, as long as the full Campaign name is included somewhere in the logo.

**FORMATTING:** For purposes of submission submit the design in .png, .jpg or .psd format (Resolution of 300 dpi) AND as a .pdf file (less than 5MB). If the logo incorporates non-standards fonts, you must be able to provide us with the font should your logo be selected. If you are chosen as a winner, you **MUST** be able to provide a high-resolution vector file.

**PRIZES:** One (1) winner will be chosen. The winning design will be used as the official logo for the campaign including promotional items and websites. The winning artist will receive a **\$1,000 cash prize.**

### SELECTION OF WINNER:

All entry designs will be screened and judged by YOU and the Pico Rivera Community! On-line voting will take place in late February. The winner will be notified shortly after voting has taken place.

**OFFICIAL ENTRY FORM**

This form must accompany all artwork submitted in the Generation 1<sup>st</sup> Degree-Pico Rivera

**DEADLINE DATES:**

**Submissions: Now through **March 2, 2012.****

**Voting and winner announcement: Late March, 2012**

**Email Form and design to: [jgutierrez@hsf.net](mailto:jgutierrez@hsf.net)**

Artist Name: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Parents/Guardian Name if under 18 years-old: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Student Email: \_\_\_\_\_

I have read and fully understand and will comply with the rules and conditions of this contest. I understand that if my entry is selected as the winner I relinquish all claims to any and all copyrights, royalties and other benefits derived from the sale or reproduction of this work, other than the prize awarded the winning entry. I further authorize the Hispanic Scholarship Fund (HSF) to display my entry on publications and websites related to the campaign.

\_\_\_\_\_  
Artist Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/Legal Guardian Signature

\_\_\_\_\_  
Date

\*\*\*All entries must be signed above. Artists under 18 years of age must have Parent/guardians signature\*\*\*

**For questions contact:**

José Gutierrez

Regional Program Director

Hispanic Scholarship Fund

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