

MILWAUKEE
C O U N T Y
HISTORICAL
S O C I E T Y

The Official Rules for the Milwaukee County Historical Society “Design History” Logo Contest

Milwaukee County Historical Society (MCHS) is having a “Design History” Logo Contest through February 5, 2010. Submit your logo design before 5:00pm CST on Friday, February 5, 2010 and you could make history, win some great accolades and fabulous prizes.

1. How the contest works:

MCHS is celebrating 75 years and needs a new look to update history. If you are a right-brain thinker, enter our contest. Logo entries must be in final form for submission - meaning not in concept, draft or sketch form- and must be submitted in PDF format. If selected, to move forward in the contest, you will be asked to submit the original artwork. Original artwork must be in one of the formats listed in the “What to submit” section below.

The contest requires that you develop a logo that reflects the mission, vision and community impact of MCHS. In addition to your proposed design, you must also submit a “75th Anniversary” version that will be used solely in the year 2010. If your submitted design is in color, you must also submit a black and white version.

To guarantee impartiality during the selection process, personal information will be removed from all eligible entries and they will be viewed anonymously and voted on by a panel of judges representing MCHS and the design and art communities. This panel will select three designs as finalists, which will then be posted for public voting during the month of March 2010.

The winning design will become the official Milwaukee County Historical Society logo for use in all material and communications moving forward.

2. How to enter:

To be eligible to win, contestants must submit their design to info@abrazomarketing.com by 5:00pm CST on Friday, February 5, 2010.

3. What to submit:

- The design must be for a logo for Milwaukee County Historical Society and must incorporate the name.
- The final logo should incorporate no more than five (5) colors. Fewer are acceptable. If a color logo is submitted, it must be accompanied by a black and white version of the same logo.
- You must submit a proposed logo AND a 75th Anniversary version of that logo.
- Submission must be in PDF format and be no larger than 3MB. However all entrants should be prepared to submit original artwork upon request which can be in either Adobe In Design or Adobe Illustrator.
- Each logo design and accompanying versions of the same design must all be submitted on one PDF page. The PDF must NOT have any identifying information.
- A separate cover PDF should be submitted with the following information:
 - A. Your/Your Company Name
 - B. Contact Name (if company is submitting)
 - C. Your Address
 - D. Your Telephone Number and Email
 - E. The electronic file name of your submission
- Entrants may enter multiple designs. Each submission requires a separate cover PDF.
- Optionally, you may include with your logo submission an additional PDF page that shows the logo in some form of application such as letterhead, shirt, etc... NOTE: This is OPTIONAL.
- No quotes or other plagiarized elements may be used as text in the logo. No previously copyrighted text or artwork may be used.
- To be eligible for selection as a finalist, designs may not refer to any of the following: weapons, guns, offensive language or gestures, drugs, mutilations, depictions offensive or exclusionary to ethnic, minority or religious groups, child abuse, violence, animal cruelty, bodily functions, physical handicaps, nudity, defamation of character, threats to national security, or any illegal, indecent or obscene activity. MCHS will be the final judge for all content. Anything deemed indecent as judged by community standards will be disqualified by MCHS.

4. Who is eligible:

The contest is open to any individual, company, educational institution, organization or group. Employees of the Milwaukee County Historical Society, the contest judges and their immediate families are not eligible to participate. Entrants must be of sufficient legal age and standing to enter into a contract with MCHS for ownership of the artwork in exchange for winning the contest. There is NO FEE to enter this contest.

5. What do you win:

The selection of finalists will occur by February 26, 2010. The winning design will be announced at the MCHS Annual Dinner in April, 2010. The winning design will not be announced ahead of time. Prizes for the contest are as follows:

- A. Finalists will each receive two seats at the MCHS Annual Dinner
- B. The winner will receive a table for 10 to the MCHS 75th Anniversary Event in 2010 or a Chef's Table for 10 at either Mason Street Grill, Kilawatt or the Milwaukee Chophouse.
- C. Recognition in all 75th Anniversary material to include a special press release regarding the winning design.

6. About MCHS:

The mission of the Milwaukee County Historical Society is to preserve the history of Milwaukee County and to communicate its importance to residents and visitors alike. This is accomplished through the collection, preservation and presentation of Milwaukee County artifacts and archival materials.

MCHS hopes that all residents of and visitors to Milwaukee County will connect with the history of the County and will understand its relevance and importance today and in the future. MCHS commits itself to the following ideals:

- The importance of the past in developing a sense of true identity, both as individuals and as community;
- The value of diversity and inclusiveness in the rich traditions of our past and potential for our future;
- The disciplines of excellent scholarship to ensure the validity of our messages;
- The mandate to ensure that our collections, exhibits, and programs become tools to educate and inspire current and future audiences;
- A firm sense of optimism about the future of our community.

We invite you to visit www.milwaukeehistory.net to discover more.

7. Legal Stuff:

- MCHS reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
- The winner will be required to sign a contract assigning all ownership of the logo to MCHS.
- Accepting the prize constitutes permission for MCHS to make public and otherwise use the winner's name and information for publicity purposes.
- All work submitted must be original and not based on any pre-existing designs.
- All entries may be displayed publicly on MCHS and related web sites.
- The winning entry will be registered by MCHS as a Service Mark and the entrant agrees to transfer all right and title to the entry to MCHS in accordance with this contest.
- There is no purchase or fee necessary to participate.
- There will only be one winner for this contest.
- All entries become property of MCHS and will not be returned.
- The winner and finalists are only entitled to the prizes outlined here. The winner must sign and deliver to MCHS a release waiving any rights to further compensation. All other entries (non winners and finalists) are not entitled to any compensation whatsoever.
- MCHS reserves the right to disqualify any entrant if these contest rules have been violated in any way.
- MCHS is not responsible for computer or internet technical problems.