



Lucy's Hearth

Lucy's Hearth Logo Design Contest Official Rules and Guidelines

Overview

The contest's purpose is to design graphic elements to support our visual identity for Lucy's Hearth. Lucy's Hearth is a 24-hr facility that provides programs and shelter services to children and families experiencing homelessness. Lucy's Hearth provides wraparound services that are tailored to individual need, as related to families regaining self-sufficiency and skills needed to exit homelessness for good. The graphic elements may be used in all media – including online, print, video, on merchandise, advertisements, educational materials, and other visual collateral.

NEW: Contest Reward

The winner of the Lucy's Hearth logo design contest will receive a cash award of \$750! This generous prize recognizes the talent and creativity of our participants and serves as a token of appreciation for their dedication to Lucy's Hearth.

Following are the official contest rules:

- Participants may submit as many designs as they would like. However, each one should include a unique filename.
- All submitted work must be the original work of the entrant and must not include, be based on, infringe upon or be derived from any pre-existing or third-party designs, trademarks, or copyrighted images. By entering the competition, the entrant agrees that the submission is his/her own work.
- Designs must be easily reproducible and scalable for large and small formatting.
- Designs should incorporate the maroon used in the current logo. However, contestants may choose to use additional complementary colors adopted upon selection. Submissions must also look good in a black and white or grayscale version.
Required color: HEX: #C60C46 | CMKY: 0, 100, 56, 19 | RGB: 198, 12, 70
- The selected winner must submit a scalable vector version of the winning design so that it is adaptable for electronic and print media, for reproduction on small and large surfaces, and for use in color or in grayscale.
- By submitting the entry form, each entrant warrants that s/he understands, acknowledges, and agrees that upon submission all entries become the sole property of Lucy's Hearth. By submitting an entry, each entrant agrees that any and all intellectual property rights in the design are deemed assigned to Lucy's Hearth without further notice or compensation.
- 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 notice, permission or compensation.

- Lucy's Hearth reserves the right to alter, modify, or revise the winning design to better fit the needs of the organization.
- The decisions of the Selection Committee will be final.
- Lucy's Hearth reserves the right to reject any submission not meeting these criteria.

How to Enter

To enter the Design Contest, eligible participants must:

1. Complete the Official Entry Form at:
<https://www.lucyshearth.org/logo-design-contest-form/>
2. Create a design in .jpeg 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).
3. Use colors that are part of the official Lucy's Hearth color palette contestants may choose to use additional complementary colors adopted upon selection.
4. Submit your artwork to info@lucyshearth.org no later than 5/31/2024.

The following key criteria will be used to judge the submissions (though other criteria may be considered):

1. Originality – Does the composition exhibit original design, creativity, and imagination?
2. Aesthetic Quality – Does the design display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?
3. Alignment with Lucy's Hearth Mission/Vision – Does the design reflect the purpose, goals, and vision of the program?

The Selection Committee shall be comprised of Lucy's Hearth clients, team members and the Board.

The winner will receive an email, sent to their provided email address, that they have been selected. In addition to the cash reward, the winner will also be announced via our external channels and receive 2 tickets to the Fall for Lucy's Hearth event.

The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.



Lucy's Hearth

Lucy's Hearth Logo Design Contest
Official Entry Form

Those interested in participating in the Lucy's Hearth Logo Design Contest should complete this form and send it to info@lucyshearth.org:

First and Last Name:	
Email Address:	
Phone Number:	
Mailing Address:	
Number of designs submitted/File name(s):	
Submission Description:	

Logo submissions must be received no later than May 31, 2024, and must be emailed to info@lucyshearth.org. Submissions can be shared via a Google Drive, One Drive, Dropbox, or other file-sharing link but must be shared to the email address listed above.