

San Mateo County – California Logo/Brand Design Contest Sponsored by San Mateo County Farm Bureau

San Mateo County Farm Bureau is embarking on a Logo/Brand Contest to arrive at a design that is representative of unique agriculture that provides fresh wholesome food and the flora and fauna of San Mateo County. The branding would include use in print, in-store marketing, grocery paper bags, store signs, labels for boxes, newspaper, stickers and electronic media to decals. As a result of the local branding, customers will perceive value and buy locally produced and grown food from San Mateo County farmers.

Background:

Agriculture is an important component of the cultural and economic fabric of San Mateo County. The dominant crops grown in the county are flowers, potted plants, and mushrooms, which together accounts for over 90% of the county's agricultural output. Other significant crops include Brussels sprouts, pumpkins, leeks, peas, snap beans and artichokes. For details on agricultural crops: www.co.sanmateo.ca.us/agwm and www.caff.org. This prospectus is also available at www.coastalartsleague.com/Fresh.

The planned campaign name to promote local agriculture is: “**As Fresh As It Gets**”

Guidelines:

Entries must be submitted electronically and received before June 6, 2008.

- Artwork files are to be vector based and submitted in both EPS and PDF formats, in CMYK.
- Artwork is to be submitted electronically to Fresh@coastalartsleague.com
- The design must include the words **As Fresh As It Gets**.
- Entries must be appropriate and versatile for numerous promotional marketing purposes including printing, silk-screening and hot stamping in 4-color, 2-color, and 1-color and scale-able for small applications of 2” x 2” up to 16” x 16”
- Artwork must be original and not copied.
- For any questions regarding format please send email to Kirsten@coastalartsleague.com

Prizes

First Prize \$ 1000.00 (one) - **Second Prize** - \$ 250.00 (two) - **Third Prizes** - \$ 175.00 (three)

The first prize winning logo design will be the centerpiece of future promotional campaigns for locally produced and grown agriculture in San Mateo County. Prize winners will have their work shown and credited on the Coastal Arts League website for 2008.

Entry Fees

All proceeds go to the Coastal Arts League a non-profit / volunteer organization that promotes local artists and graphics designers. Entry fee is \$15 for the first entry and \$5 for each additional entry up to 5 entries per artist. All checks or money orders must be drawn on a U.S. bank. Entrants from outside the U.S. may pay by Visa, MasterCard or American Express. Entrants can pay by Visa, MasterCard, American Express, Check or Money Order. Make checks payable to **CAL FRESH**. Fees are nonrefundable and need to be included with the entry form.

AS FRESH AS IT GETS

Logo/Brand Contest Conducted by The Coastal Arts League for The Farm Bureau of San Mateo County

Official Entry Form – *Please print clearly!*

Entry # _____

- ✓ Send form and payment to: **CAL Fresh - 80 Cabrillo Hwy. N, Ste. Q – Box 633 - Half Moon Bay, CA 94019.**
- ✓ Make checks payable to: **CAL Fresh**
- ✓ Send art work to: **Fresh@coastalartsleague.com**

Name: _____ Phone: _____

Address: _____

City: _____ State / Prov: _____ Postal Code: _____ Country: _____

email: _____ Payment Method: Check Enclosed Credit Card

Credit Card Number: _____ Exp Date: _____ Name on CC: _____

List of Entries	Entry Fees
1.	
2.	
3.	
4.	
5.	

CAL Member? Yes No Join now (add \$35 for adult \$20 for student or senior) Total enclosed _____

Please sign and include this entry form with your entry fees. By signing the entry form, I acknowledge that I understand the contest guidelines and rules and agree to abide by them. I represent that my submission qualifies for entry into the contest and that it does not infringe on any copyright, trademark, trade name, service mark or patent. I give my consent to the San Mateo County Farm Bureau to re-produce my artwork (with or without my name) for any promotional, advertising or trade purpose. The Coastal Arts League, The San Mateo Farm Bureau, shall have the right to re-produce, distribute and display my artwork. I understand the San Mateo County Farm Bureau has the right to alter the final design prior to re-production.

Signature: _____ Date: _____