

Contest Description

The American Marketing Association (AMA) Baltimore Chapter is turning 75 years old! We thought a fun way to celebrate our historic milestone was to have a celebratory logo for the 2022-23 Chapter Year.

That's where you come in!

We are holding a competition for a new logo to be used in event promotion including, but not limited to, our website, social media sites, AMA Baltimore merchandise, and promotional materials. A prize of (3) AMA Baltimore memberships (VALUE of \$450), and a promoted blog post on your submission will be awarded for the winning entry.

We're seeking a creative, professional, stylized logo that conveys our rich history, our 75th-year anniversary milestone, and our local ties to Baltimore.

Eligibility

The contest is open to submissions from any local Baltimore/Baltimore regional agency. Contestants can work in groups or individually; only one (1) prize will be awarded, regardless of group size.

Submission Guidelines

The contest is open from 12:01 a.m. (EST), Wednesday, July 6th, 2022, and closes at 11:59 p.m. (EST), Tuesday, August 9th, 2022. **Late entries will not be considered.**

The winner will be announced at our event being held at Boordy Vineyards in August (Dates TBD, but tentatively 3rd or 4th week of August)!

One entry per person or group will be accepted. Each entry must be submitted electronically to christian@amabaltimore.org and must include the full name(s) and agency of the logo creator, email address, postal address, and a contact phone number. There is no fee to enter this contest.

Logo Design Specifications

The logo should be adaptable to different iterations in size and application and reflect the theme, "Celebrating 75 Years of Excellence". The anniversary year (75) can also be included in the design and is encouraged.

This logo will be used across multiple web platforms and must be flexible enough to use in multiple iterations of sizes and color formats. The winning logo will be easy to manipulate, resize, and transfer for all purposes of reproduction. We prefer a horizontal layout, with dimensions conducive to use in website banners and printing



on t-shirts. If the submission is in a vertical layout, it must be easy to reformat to horizontal for specific logo applications.

The logo's color profile must be CMYK or RGB (with a maximum of four colors) that can also be converted to black and white. Logos with color gradients and half-tones are not advised.

• AMA Baltimore Brand colors, which can be used if desired, are as follows:

o **AMA Navy Blue – CMYK (59, 40, 0, 69) or RGB (32, 47, 78)**

o **AMA Baltimore Red – CMYK (0, 76, 80, 31) or RGB (176, 43, 36)**

o **AMA Baltimore White – CMYK (0, 0, 2, 4) or RGB (243, 244, 238)**

Competition entries must be submitted as a JPEG file. Other file types will not be considered during judging. AMA Baltimore will later request that the contest winner provide a scalable vector graphic format (EPS) version of their winning logo, with the file and assets packaged for delivery. Files must retain transparency.

Type must be converted to outlines. All type should be large enough to be legible in smaller formats, such as for mugs or other merchandise.

Intellectual Property

By submitting a competition entry, competition entrants affirm that their entry is their own original work, is not derivative in nature (including to the entrant's own prior work) and does not violate the intellectual property rights of any other individual or entity.

The winning submission becomes the property of AMA Baltimore and may be used for any AMA Baltimore purpose, including, but not limited to, our website, meeting platform website, social media sites, meeting merchandise, and promotional materials.

AMA Baltimore shall have the right to modify or edit the winning submission for any use deemed appropriate by AMA Baltimore.

If the winner of this competition is determined to have violated any contest rules, they will be required to forfeit or return the prize.

Determination of Winner and Issuing of Prize

The AMA Board will select the finalists on August 10th, and vote on a winner at our monthly Board Meeting held on August 10th. The winner will be announced at our Boordy Event in the 3rd or 4th week of August of 2022.



Baltimore

Factors influencing the judges' decision will be based on (1) visual appeal; (2) relevance to Baltimore and our Anniversary Year (3) ease of reproduction for various purposes, as outlined above.

A prize of 3 AMA Baltimore Memberships and a prompted blog article will be awarded for the winning entry. Only one (1) prize will be awarded, regardless of group size.

The winner will be announced on AMA Baltimore's website, an email to our membership, and social media channels (Twitter, Facebook, LinkedIn and Instagram).

Terms and Conditions

By entering this contest, entrants agree to be bound by these contest rules. Rule violations or failure to follow specification or submission guidelines may eliminate a participant's eligibility. AMA Baltimore retains the right to disqualify any entry or contest entrant at any time at its sole discretion.

