

# Logo Design Contest Guidelines

**Purpose:** The purpose of this contest is to design a new logo for the new Justice, Care and Opportunities Department (JCOD). The logo may be used in all media (including online, print, and other visual collateral), and may be utilized for different purposes, including future promotional campaigns.

**Eligibility:** The contest is open to individuals of any age with ties to LA County. Eligibility is not limited to professional graphic designers and system-impacted adults and youth are especially encouraged to participate.

**Awards:** All submissions will be judged by attendees at the JCOD Open House on December 15, 2022, with 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners receiving the following prizes.

- **First prize:** \$300
- **Second prize:** \$200
- **Third prize:** \$100

**Entry Deadline:** Monday, December 12, 2022, at 5:00 pm Pacific Time

## Submission Guidelines

- Artwork should be submitted digitally in any of the following formats: pdf, jpg, gif, png, svg. Artwork created in traditional non-digital media can be scanned and submitted in any of the formats listed.
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- All entries will become the property of JCOD. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to JCOD and artist relinquishes all rights to the artwork upon submission.
- Contestants are encouraged to review the department's website ([jcod.lacounty.gov](http://jcod.lacounty.gov)) to gain more insight into the mission and vision of JCOD.
- Artists may submit unlimited pieces of original art but must be accompanied by an explanation and inspiration for each piece.
- All artwork must be labeled with the artist's name and contact information.
- Design must be in color with a four-color limit but should be easily reproduced in black and white. Below is the suggested color palette based on JCOD's current branding:

### Hex Values

|         |         |         |         |         |
|---------|---------|---------|---------|---------|
| #0074E8 | #009F98 | #3B0089 | #E4572E | #E6A027 |
| #00645D | #00028F | #EFEFEF | #000000 | #7D36DB |

- Contestants are advised to avoid gradients and half-tones. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.

**To Enter:** Email entries to [jcod@lacounty.gov](mailto:jcod@lacounty.gov) with the following subject line: **JCOD Logo Contest Submission**.

Please include the following with your submission:

- Full name of the person who designed the logo
- Email address
- Telephone number
- Brief explanation of and inspiration behind each design submitted
- Signed release form (see next page)

Questions? Please email [rmayfield@jcod.lacounty.gov](mailto:rmayfield@jcod.lacounty.gov)



## Artist Submission and Release Form

Please read the following important information carefully. You will need to sign this page as an acknowledgement of your acceptance of these terms and submit this with your submission. Just one release form per artist required.

Artist's Name: \_\_\_\_\_

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

By signing below, artist agrees to accept the contest rules, submission requirements and decisions. By participating in the contest, participants and winners agree to hold harmless the Justice, Care and Opportunities Department (JCOD), their affiliates, subsidiaries, sponsors, and all their respective directors, officers, employees, representatives and agents, from and against any and all liability for any loss, property damage, or damage to person, including without limitation, death and injury, due in whole or in part, directly or indirectly, from or arising out of participation in the contest, or any contest-related activity. By submitting an entry, artist agrees that JCOD will become the rightful owner of the image and any likeness of the image and may alter and reproduce the image at its discretion. All entries may be used in published materials and websites, banner designs, printed posters, website and social media presence, and other branded collateral. Artist will make no monetary or other claim against JCOD for the use of artist's original artwork. Artist further gives consent for JCOD and those whom it may authorize to photograph, film, and/or videotape the artist, and/or to use a photographic/digital reproduction of the artist or artwork (with or without artist's name) to identify the artist, for any editorial, promotional, advertising, trade, or other purpose whatsoever.

Artist's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_  
(for entrants under the age of 18):

Parent/Guardian Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**\*\*\*DEADLINE FOR SUBMISSION: December 12, 2022, at 5:00 PM PT\*\*\*  
MUST INCLUDE ARTIST SIGNATURE**

Email submission and release form to [jcod@lacounty.gov](mailto:jcod@lacounty.gov)