



## Logo Competition Guidelines and Contest Rules

### Overview

The Veterans of Foreign Wars, Department of Wisconsin (VFW-WI) is looking for a logo to commemorate the Centennial of the establishment of the Department. In order to engage our current members, and attract new members, VFW-WI announces a competition to design the logo. The new logo may be used on the VFW-WI website, social media sites, business cards, letterhead, posters, souvenir trinkets and gifts, or anywhere else VFW-WI chooses. This document describes the official requirements and rules of the competition.

By entering, participants agree to be bound by these contest rules. Violating any rule or not following instructions may eliminate participants' eligibility. VFW-WI has the right to disqualify any entrant at any time at its sole discretion.

### Eligibility

1. The contest is open to anyone over the age of 16 years.
2. The contest is not open to employees of VFW-WI or their immediate family members or members of the Centennial Committee and their immediate family members, unless said member fully recuses themselves from participation in judging logo submissions.
3. Contestants are permitted to work in groups; however, only (1) prize will be awarded regardless of group size.

### Submission Guidelines and How to Enter

1. The contest is open from February 4, 2019 through June 10, 2019. Late submissions will not be considered. The VFW-WI will select the finalist no later than June 15, 2019 and the winner will be notified by June 20, 2019.
2. All entries must be submitted electronically to the VFW-WI via an online upload. Maximum of 2GB.
3. When ready to enter a logo design, please email your completed and signed "Submission Form" (see below) to State Adjutant David Green at [adj@vfwwi.org](mailto:adj@vfwwi.org).

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4. When your submission form is received by Adjutant Green you will be sent the VFW logo in electronic form exclusively for incorporation into your logo design and a link to upload your logo design via Dropbox (Dropbox account not required).
5. One or more submissions per person is acceptable. Each submission must be sent separately.
6. There is no fee to enter the contest.

## Logo Design Guidelines and Parameters

The purpose of this contest is to design a logo to be used by the VFW-WI. The design should express the untethered creativity of the designer but at the same time assure reflection of the centennial celebration.

The logo's design should reflect the values of VFW-WI and be appropriate for a professional business setting and reproduction in a variety of media.

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.

The logo is required to incorporate the following:

1. VFW logo;
2. The word "Wisconsin" (or outline of the state);
3. "1921-2021"

Inclusion of "A Century of Service" is encouraged but not required.

Logo Entries must be submitted, in color, as high-resolution JPEG files of at least 300 DPI and CMYK for printing, or; PDF in CMYK for printing. (For quality reproduction purposes the winning entry will later be converted to scalable vector graphic format (EPS).

## Determination of Winner and Prize

1. The winning entry will be selected by a majority vote of the members of the department Centennial Committee. Their decision is final, and no further correspondence shall be entered into.
2. Entries will be judged on their visual appeal, adherence to the celebration and reflection of the department's centennial year -concept prompting the contest, quality of design, and ease of reproduction for the purposes stated above.

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3. The winner will be notified via telephone by the Centennial Committee Chairman. All other entrants will be notified via email that their logo submission was not chosen.
4. The prize(s) for the winning entry are as follows, depending on status of entrant:

**VFW Member:** Bronze Legacy Life membership and \$100. (If member is already a Legacy Life Member, they will receive \$500).

**Auxiliary Member:** Life membership plus difference b/w its cost and \$500. (If already a life member then \$500).

**Member/Non-Member with family/friend in the VFW:** Choice of Bronze Legacy Life membership for their VFW member and \$100 for themselves; or, \$500.

**Member/Non-Member with family/friend in the Auxiliary:** Choice of Life membership for their Auxiliary Member and difference in cash amount for themselves; or, \$500.

**Non-Member (no family or friend in the VFW/Auxiliary):** \$500.

In addition, the winner will be provided with mileage reimbursement and lunch for themselves and one guest at the VFW-WI's 2020 MidWinter Conference where their winning logo will be unveiled. They will also receive an invitation to attend the 2021 Centennial Convention Banquet, at no-cost, for themselves and a guest (both parents if winner is under 21), and reimbursement for mileage.

## Intellectual Property

1. Entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any person or entity.
2. Submissions become the sole property of VFW-WI and may be used for any VFW-WI purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
3. Entrant further understands that if her/his logo is selected as the winner, she/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry.
4. VFW-WI shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
5. VFW-WI reserves the right to choose not to use the winning entry as described in these contest guidelines, or, if it deems all entries not satisfactory, to not select a winner.

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6. VFW-WI reserves the right to use any other entry for promotional purposes in the future.
7. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

### **Disclaimer and Indemnification**

1. VFW-WI is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.
2. VFW-WI reserves the right to cancel or modify the Contest and award the prize by alternate means if fraud or technical failure is determined at any time by VFW-WI, including after the submission window has closed.
3. VFW-WI is not liable, for the purpose of winner and prize notification and delivery, in the event the contest winner has provided incorrect, outdated, or otherwise invalid contact information.
4. Entrant will indemnify and hold harmless VFW-WI, its employees, agents, attorneys, designees, distributors, licensees, successors and assigns (“indemnitees”), from any and all claims, demands, suits, losses, costs, expenses (including reasonable counsel fees), damages or recoveries which may be obtained against, imposed upon or suffered by such Indemnitees by reason of Entrant’s breach of any of the representations, warranties, or agreements contained herein. Nothing herein contained shall be construed to obligate the VFW-WI to produce, distribute, release, exhibit or otherwise exploit the trademark, tradename or copyright or otherwise exercise, exploit or make any use of any of the rights, licenses or privileges herein granted to the VFW-WI.



**Centennial Logo Design Contest**

**SUBMISSION FORM**

Name (s): \_\_\_\_\_

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

Telephone: \_\_\_\_\_

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

\_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_ Zip

Logo Design Identifier (name of your uploaded file): \_\_\_\_\_

Status of Person Submitting?      VFW Member      Membership #: \_\_\_\_\_  
Auxiliary Member      Membership #: \_\_\_\_\_  
Non-Member with friend/family in VFW or Auxiliary  
Non-Member

By participating in the Centennial Logo Design Competition, I (we) represent and warrant that I (we) have read and agree to be bound by the contest’s official rules. I (we) further understand that if my logo design submission is selected as the winner, I (we) relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of my work, other than the prize awarded to me (us) as the selected winning entry.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Printed Name

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