

# Siuslaw Estuary Partnership

*An Integrated Multiple Objective Approach To Watershed Protection and Restoration*

## Logo Contest

April 18, 2011

**Enter by:** Wednesday, **June 1**, 2011, 5:00 p.m.  
Or bring your submission to the **April 25**, 2011 Open House at the Florence Events Center to have your work displayed at the Open House!

**Who can enter?** Any resident of the Florence area, of any age, can enter.

**Contest and Prize:** For a chance to have your artwork featured and recognition on the Project Web Site, draw a logo for the Siuslaw Estuary Partnership Project. The logo should be in color, and also be able to be used in black and white. The logo must be compatible in size with 12, 14, 16, and larger font sizes. The logo should be submitted on a reproducible 8 ½ X 11 sheet of paper with the artist's name and contact information or in pdf format for emailing. The selected logo will be the property of the City of Florence to use in all materials related to the Siuslaw Estuary Partnership, including reports and the web site ([www.siuslawwaters.org](http://www.siuslawwaters.org)). The artist will be given credit for the logo where it is used in published media.

### What is a logo?

A logo is a graphic used to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or are composed of the name of the organization (a logotype or wordmark). An example of an abstract mark is the blue octagon representing Chase Bank, while an example of a representational mark is the "everyman" icon of PBS. Examples of well-known logotypes (wordmarks) are the striped IBM design, Mobil written in blue with a red "o" and CocaCola written in flowing red script.

For this project, the logo should convey a sense of **partnerships**, especially partnerships for the protection of the **estuary, water quality, and fish and wildlife habitat**.

### When will the logo be selected?

Artists will be notified within the first week of June as to whether his/her logo as been selected.

**Where do I submit my drawing?** Mail or drop off your drawing to Florence City Hall, 250 Highway 101, Florence, Oregon, 97439, Attention: Wendy Farley-Campbell or email your pdf to Wendy at [wendy.farley@ci.florence.or.us](mailto:wendy.farley@ci.florence.or.us). You can also bring your logo to the Open House on April 25 at the Florence Events Center where it will be put on display.