

# Bishop's Castle Michaelmas Fair – Logo Competition

Calling all artists – fancy seeing your design as our new logo?

## 'PEOPLE HAVING A GOOD DAY OUT'

### Background

The Bishop's Castle Michaelmas Fair is a day full of **colour, dancing, steam, music and entertainment**, a must for **all the family**. The Fair has earned a reputation for **offering a unique spectacle**, with artists and entertainers performing innovative acts often not seen elsewhere - **from dragons, lions, elephants and owls to tractors, vintage cars and wonderful steamers!** Our audience figures are increasing each year as a result, with visitors coming from further afield. This year's Fair is on **Saturday 22<sup>nd</sup> September**.

**We are seeking a new logo that will symbolise what the Fair is all about.**

We are looking for an **eye-catching** design that people will **instantly associate with the Michaelmas Fair** and our theme of **'PEOPLE HAVING A GOOD DAY OUT'**.

### Design Brief

- Designs should take into account the objectives and background of the Fair.
- We are looking for distinctiveness, relevance, and practicality of use.
- The logo will need to work well on different coloured backgrounds and in a variety of sizes. It could be placed on any background without losing impact.
- We will wish to use the logo in future years, so no date should be included in the design.
- Designs should initially be around A5 in size - (no bigger than 21 x 15cm) but would be capable of being scaled up or down as required.
- All entries should display the logo designs in colour and mono formats.
- A group of related designs for the logo is also acceptable (as they could be used on some applications e.g. banners)

### Application of Logo

The logo will need to be useable across a variety of media and channels both offline and online, from large outdoor branded banners for events to digital advertising and marketing, printed materials and branded products such as T-shirts and wristbands. A group of related designs for the logo is acceptable.

### Judging Criteria

Submissions will be judged according to specific criteria:

- **Originality** How original and distinctive is the design? Is it eye-catching?
- **Theme Match** How well does the submission capture the nature of the Fair?
- **Practicality** How easy will it be to reproduce in a variety of ways and in a cost effective manner?

## Aims and Objectives of the Fair

The logo should be recognisable and help promote our aims, which are to:

- help stimulate the local economy;
- promote Bishop's Castle and the Shropshire Hills beyond the local area with the aim of encouraging people to return to the town;
- provide an opportunity to showcase and develop local creative talent;
- bring ethnically diverse entertainers and artists to the town to widen the horizons of sections of the local community, thus helping to tackle rural disadvantage and challenge low aspirations, particularly of young people;
- promote rural crafts and skills with the aim of educating the general public in the customs, skills and crafts of rural life and the machinery and equipment used in the countryside in the past and;
- support local voluntary organisations for the general good of the community.

## Terms and Conditions

- Submission of an entry logo will be taken to mean acceptance of these Terms and Conditions.
- This Competition is open to any individual.
- Entrants under 18 years of age must have permission to enter the Competition from a parent or guardian who will be deemed to have accepted and be bound by the Terms and Conditions.
- There is **no limit to how many entries an individual may submit**.
- Entrants agree that personal data entered during the registration, including name, phone number, and email address may be processed, stored, shared and otherwise used for the stated purposes and within the context of the Competition. The information will not be shared with any third party.
- Submitted logos will be retained by The Michaelmas Fair and participants will not have any right of return or any other feedback.
- All submitted designs and source images must be the **original work of the person submitting the logo**. No design should use any imagery, photography, icon or symbol that is copyright protected by any person or organisation.
- In submitting to the Competition, you agree to grant The Bishop's Castle Michaelmas Fair an irrevocable, perpetual, royalty-free, non-exclusive licence and/or sub-licence to publish reproduce and otherwise use the submitted logo in any way required. You still retain the copyright to everything you contribute.
- The winning entry *may* be subject to minor alterations or adjustments to ensure practicality of use - with your permission and involvement.
- The Competition will be judged by a panel comprising members of the Michaelmas Fair Committee as well as a design adviser.
- The Prize winner of the competition will be announced in **June 2018**.

## Entry Requirements

- The closing date for all entries to the Competition is **Friday 1st June**. **No entries will be accepted after the closing date**.
- All entries must be in a standard image format (JPEG, TIFF, PNG, GIF, BMP, or PDF). Vector files are welcome as long as a standard image format is included. Hand drawn entries are acceptable, but must be scanned or photographed.
- Entry submissions should be sent by email to [mail@michaelmasfair.co.uk](mailto:mail@michaelmasfair.co.uk) with the words '**Logo Competition**' as the subject.

## Prize

The designer of the winning logo will be awarded a cash prize of **£50**, as well as the honour of seeing their logo in use to promote the Fair!

## Further Information

Information about the Fair will be found at:

<http://www.michaelmasfair.co.uk/>

<https://www.facebook.com/MichaelmasFairBishopsCastle>

For all other information, please contact:

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