

# Branding Design Contest of the NEPA Equitable Transit Council

**Call for Participation  
Winner receives a \$1,000 cash prize!**

## **Information About Contest:**

The NEPA Equitable Transit Council, spearheaded by the Scranton Area Community Foundation and the Federal Reserve Bank of Philadelphia and comprised of over 80 community leaders, is working toward identifying solutions to various transportation challenges in Northeastern Pennsylvania. As part of this initiative, the NEPA Equitable Transit Council is looking to create an overall brand consisting of an innovative name, logo, and tagline that represents the council's various initiatives, goals, and vision.

## **The Goal of the Council:**

An equitable multimodal transportation system in Northeast Pennsylvania—one that is reliable, affordable and connects all residents to opportunities.

## **The Vision of the Council:**

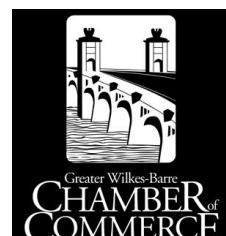
All Northeast Pennsylvania residents feel part of a thriving region thanks to a comprehensive and equitable transportation system that creates and expands opportunities. "Life is better because everyone has access to possibilities."

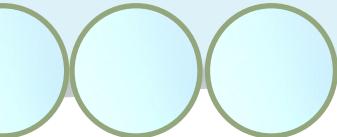
Transportation barriers limit access to affordable housing, job opportunities, educational and cultural opportunities, and quality health care in NEPA. The NEPA Equitable Transit Council seeks to develop an equitable transportation strategy to address concerns, improve access, and foster greater opportunity for all people and communities across the Scranton/Wilkes-Barre/Hazleton regions.

For additional information regarding the NEPA Equitable Transit Council,  
please visit: <https://bit.ly/2JnVLwW>

**Submissions to be received no later than:  
11:59 PM on June 30, 2018.**

## **Contest Sponsors:**





# Branding Design Contest *of the NEPA Equitable Transit Council*

## **Eligibility:**

This contest is open to amateurs, students, and professionals of all ages. Those that are under the age of 18 will need to submit documentation of parental consent. Contestant needs to have previously resided or currently reside within Lackawanna or Luzerne County.

## **Submission and Logo Requirements:**

The design must be contestant's original work and should not include any third-party logos or copyrighted material. For purposes of submission, please submit the design in .png, .jpg, or .psd for (Resolution of 300 dpi) AND as a .pdf file (less than 10MB). If the logo portion incorporates non-standards fonts, you must be able to provide us with the font should your logo be selected as a finalist. If you are chosen as a winner, you MUST be able to provide a high-resolution vector file.

Contestants are advised to avoid gradients and halftones. 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.

All work must be released for individual usage or purpose usage grants. All entries must contain copyright-free art or art released for entrant's and public use. No unauthorized use of any copyright images, text, or other material will be accepted. Contestants must agree to contests Intellectual Property Rights release.

## **Prize:**

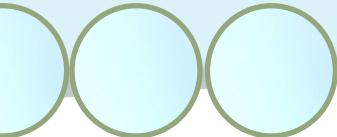
The winner will receive a \$1,000 cash prize as a reward for their efforts. This prize is sponsored by the Scranton Area Community Foundation, the Greater Scranton Chamber of Commerce, the Greater Wilkes-Barre Chamber of Commerce, and Geisinger Springboard.

## **Selection Process and Deadline:**

A selection committee consisting of select council members from within the NEPA Equitable Transit Council will evaluate all entries based on the following criteria:

- Cohesion of message; completeness of brand's intended mission and goals
- Marketability and viability of position statement; applicability in various media formats; relevance to multiple target audiences
- Representation of community spirit/essence
- Creativity/Originality: exhibiting original design, creativity, and imagination
- Aesthetic Quality: compelling, unified, and appealing visual design

At the selection committee's discretion, they may select elements from several entries to be combined into one design. In this case, the prize money would split between contributing contents. The selection committee also reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.



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## **Selection Process and Deadline, continued:**

A digital poll of the final 3 to 5 entries will be conducted from the entire NEPA Equitable Transit Council. The selection committee will meet to review the results of the poll and make a final recommendation that will be unveiled at The Council's quarterly meeting scheduled for August 1, 2018.

Please submit all submissions via email to Vivian Williams: [vw@safdn.org](mailto:vw@safdn.org). Please include "Branding Contest" in the subject line. All entries must be received by Saturday, June 30th at 11:59 pm. Contestants will be notified by email of their entry's status by July 14th.

## **Intellectual Property Right:**

All contestant entries will remain the property of The NEPA Equitable Transit Council and contestants declare that the entry submitted is their original work, have not been submitted to any other competition, and does not infringe on any third party's existing copyrights. Any complaints that may arise due to similarities, likeness or comparison of the design would be the accountability of the participant as he/she would be responsible to prove its authenticity.

Each contestant understands that if her/his entry is selected as the winner, s/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. As the winning entry will ultimately be registered on behalf of The NEPA Transit Council as a Service Mark and the entrant agrees to transfer all rights and title to The NEPA Transit Council in accordance with the Official Rules of this Contest.

# Branding Design Contest

## of the NEPA Equitable Transit Council

I agree that if I win the contest, I authorize the use, without additional compensation, of my name and likeness or photograph for promotional purposes in any manner and in any medium (including without limitation the Internet, written or email communications, brochures, videos, slides, radio, television, and film) that the Council deems appropriate.

### Terms and Conditions:

I have read and fully understand and will comply with the rules and conditions of this contest. I understand that if my entry is selected as the winner, I relinquish all claims to any and all copyrights, royalties, and other benefits derived from the sale or reproduction of this work, other than the prize awarded the winning entry. I am submitting an original contest entry with this form, and I hereby assign any and all rights as intellectual property of this entry to The NEPA Transit Council.

### Contestant Information:

Full Name: \_\_\_\_\_

Business Name, if applicable: \_\_\_\_\_

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

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

County: \_\_\_\_\_ Phone: \_\_\_\_\_

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

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Date

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Signature of Artist

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Date

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Signature of Parent/Legal Guardian if  
contestant is under age of 18

### Contest Sponsors:

