



IMPROVING MICHIGAN'S ACCESS TO GEOGRAPHIC INFORMATION NETWORKS

IMAGIN is excited to announce a competition for a new logo!

IMAGIN's current logo is graphically complex – an outline of the State of Michigan superimposed on a manhole cover with various raster images in each grate opening. Our goal is to modernize our branding while also improving the versatility of the graphic design.

IMAGIN Logo Redesign Competition:

- Entry period: May 6 – June 30, 2021
- Voting on finalists by Membership: July 12-20, 2021

Contest Rules:

- Maximum submissions per individual: 3
- IMAGIN membership is not required to enter.
- Logo designs must be at least 1200 dpi, submitted in Adobe Illustrator *and* PNG formats.
- Maximum number of colors: 3
- Logo must be graphically appealing in both color and in black & white.
- Logo design must be the original work of the individual(s) submitting it.

Selection of Winner:

- IMAGIN's Board of Directors (Board) reserves the right to not declare a winner if no submissions are deemed suitable.
- All submissions will be reviewed by the Board for compliance with contest rules. An attempt will be made to contact entrants prior to the close of the submission deadline if their entry does not meet requirements and resubmittals will be permitted.
- All submissions meeting contest requirements will be displayed on IMAGIN's website and voted on by IMAGIN's membership. The top five* vote-getters will be declared Finalists.
- The Finalists will go to IMAGIN's full Board of Directors for a final vote.
- The Finalist receiving the most votes from the Board will be the contest Winner.

Prize:

- The Winner will receive \$100 and a shirt of their choosing** featuring their design from our new merch store once it is launched.
- The Winning design and Winner will be advertised on our website and in our newsletter. The Winner will receive a certificate acknowledging their achievement.
- The winning logo design will become the property of IMAGIN, Inc.

*Number of finalists may be fewer than five depending on the total number of submittals.

**Total value of merchandise not to exceed \$50.

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