

# India Association of Tallahassee

## "LOGO" design contest

"Logo" is a visual symbol with which people will be able to instantly associate IATLH on the very first glance. Last decade passed by without having an officially recognized and accepted logo. A caricature of a little girl in traditional dress was used informally. With a view to have an official logo, IATLH is organizing a "LOGO DESIGN" contest. Winning logo will be declared as official and be used in all the official communications.

### Guidelines for participating in the contest

- Contest is open to all the IATLH members of the community from Indian subcontinent and there can be any number of entries from participants. If you are not member, click the link: '[How to become a member](#)'.
- Logo should depict the Indian community in the American society in general and Tallahassee in particular, but still distinctly identify the "Indianness".
- Logo can be in full color, but should be conducive to be used in black and white printing in grey shades.
- If colors are being used, then usage of national colors of India (Amber, white, green and blue), and USA (Red, white and blue) will be given higher scores.
- Logo can be a hand drawn picture or computer tools can be used.
- Non-member can join as a member and participate in the contest. To become an IATLH member download the membership form at: <http://www.iatlh.org/member/membership.htm> and send it to the address in the form.

### How to participate

- **Create Logo** - Draw / Paint / Print the logo on a letter size white paper with 1" wide clear border on all sides.
- **Create participant-id** - Create a unique participant-id using a combination of letters and numbers of your choice, which will be known only to you and write it at right bottom corner of the drawing. Make sure that the participant-id does not give clues about your identity to anybody. This way, participant's identity is not known to anybody, even to the organizers.
- **Keep a safe copy** - Keep a copy with you in any form (photocopy, digital picture, scanned image including the unique marker), for identifying yourself as the participant and claiming the prize if you win.
- **Give Description** - On a separate sheet, give a one paragraph description of the logo - how the Indianness and merging with the main stream are being depicted.
- Examples of participant-ids are, "don\_warna\_B\_known\_530", "gonn\_a\_vin\_49", etc.
- **Seal the entry** - Place the drawing and description sheets in a sealed envelope and write on the envelope:

"IATLH - LOGO CONTEST"

Participant - <your own participant id>

- **Mail it** - Mail the sealed envelope(s) with participant-id and the address "PO Box 12111, Tallahassee, 32317" in both the "From" and "To" address boxes. This ensures that the sender's identity is not disclosed and USPS accepts the mail. Entries should be post marked no later than August 02, 2007.

### Fair contest

- There will be a panel of three judges chosen from all walks of life and communities.
- To keep the contest fair, identity of judges will not be disclosed till judges give their scores.
- Judgment will be based on the criteria given in the guidelines for preparing the logo.
- Copies of the logos will be sent to the judges, who will score the entries on a 100 point scale.
- Entry with maximum score will be declared the winner.
- In case of a tie for the maximum score, IATLH Executive Committee will choose the winner.

### Winner of the contest

- Winner will be announced and the prize will be distributed during *Azadi Diwas* celebrations on August 19, 2007.
- All the participants need to bring/send the safe copy of the drawing with their participant-id. Winning entry will be announced on that day and the winning participants have to identify themselves by showing the safe copy and the participant-id on the safe copy.
- All the entries received and their scores will be announced on that day.
- Winner will be given a trophy, a certificate and "One Year Honorary Membership" of IATLH by waiving off dues for one year of choice of the member.

**Closing date:** All the entries should be post marked no later than **Thursday, August 02, 2007**.