



The National Voice of Scenic Byways & Roads

Travel Byways Logo Contest Guidelines

About Travel Byways: Developed by the National Scenic Byway Foundation, TravelByways.com is a website designed to provide travel information and inspiration about designated Byways in America.

The purpose of the Logo Contest is to design a Logo for TravelByways.com that can be used in all media related to the website, social media, print and promotions.

Official Rules

- No restriction on who can enter, including individuals and teams.
- No more than two entries can be submitted by an individual or team, a separate entry form must accompany each entry.
- All entries become the property of the National Scenic Byway Foundation (NSBF).
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness and information provided on the entry form for publicity purposes, without further permission or compensation.
- NSBF reserves the right to modify the winning logo to better fit our needs.
- The selected winner must submit a scalable vector version of the winning design so that it is adaptable for electronic and print media, for reproduction on small and large surfaces, and for use in color or in grayscale. If selected, you must be able to submit a high resolution (at least 300 ppi) vector file – suitable for use in Adobe Illustrator or Photoshop within one week of winning notification.
- The Logo must be created using only the colors from our branding palette. Green: #00883a, Orange: #c15700, Yellow: #DBA510, Blue: #006B94, Gray: #4B4145, Dark Gray: #444444. Not required to use all colors.

How to Enter

- Complete the Entry Form
- Create a logo design; submit an .eps vector file AND a .jpg file (for selection review)
- Submit your completed Entry Form and logo design to sharon.strouse@nsbfoundation.com by Monday, **December 5, 2022**. The contest winner will be celebrated in our January newsletter.

Selection Criteria

A selection committee comprised of NSBF Communications Committee members will evaluate all entries based on the following criteria:

- Relevance – Does the entry align with the goals of NSBF's travelbyways.com? (nsbfoundation.com/about/ for reference)
- Originality – Does the composition exhibit original design, creativity, and imagination?
- Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

Award/Prize

The winner will be given national recognition and publicity by the National Scenic Byway Foundation and a NSBF membership for 2 years (value: \$300-\$500).

Travel Byways Logo Contest Entry Form – deadline: Dec 5, 2022

Primary submission contact:

Name

Address

City

State

Zip Code:

Phone

Email

Is this a team submission? If yes, please list all other artists, collaborators or Team name:

Logo description:

Please describe the symbolism behind your logo design:

Required Signature:

By participating in the NSBF TravelByways.com Logo contest, each entrant represents and warrants that s/he has read and agrees to be bound by the contest's official rules. Each entrant further understands that if her/his logo design 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. This signed form must accompany all contest submissions.

Signature _____ Date _____