# Darfield Residents Association – Logo Competition Guidelines

Darfield Residents Association (DRA) invites entries for its new logo, to reflect the purpose of DRA.
Participant must abide by the guidelines and rules of the logo competition.
Prize for the winning logo is $150.

## Purpose of DRA

- To recruit and promote the interest of all residents living in Darfield
- To seek to improve the conditions for the residents of Darfield
- To work in partnership with the Selwyn Council and other agencies to achieve our aims.

## Rules of the Competition

- The logo competition is open to residents of Darfield
- One entry per participant
- Logo meets the design brief
- Logo is participant's original work, not copied from others or participant's previous designs, no pre-made art is permitted and no violation of intellectual property rights of any other person or entity
- The winning logo becomes the sole property of DRA and may be used for any purposes, including, but not limited to, display on website, social media, business cards, letterhead, posters, and other materials
- DRA shall have the right to adapt, edit, modify, or otherwise use the winning logo in part or in its entirety in whatever manner it deems appropriate
- The winning entry will be selected by a panel whose decision will be final and no further correspondence shall be entered into
- Entries will be judged on their visual appeal, adherence to the concept prompting the competition, quality of design, and ease of reproduction for the purposes stated above
- The winner will be notified via email.

## How to Enter

- The competition is open from 15 July 2023 to 15 August 2023. Entries must be submitted by 5pm on 15 August 2023
- The winning logo will be announced on 31 August 2023
- All entries must be submitted electronically to darfieldresidentsassociation@gmail.com
- There is no fee to enter the competition.

## Design Brief

- The purpose of the competition is to design a logo to be used by DRA
- The logo should reflect the purpose of DRA as stated above
- The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes
- The logo should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales
- Colour must be CMYK or RGB, though the logo may also be produced in black and white
- Avoid gradients and half-tones
- Entries must be submitted as JPEG files