

**TOWN BRANDING ENTRY FORM**

Name \_\_\_\_\_ Home Address \_\_\_\_\_

Phone Number \_\_\_\_\_ Email Address \_\_\_\_\_

**Write down 5 words that you feel describe the Town best:**

\_\_\_\_\_

**Explain the background and/or meaning of the logo and slogan submitted:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**LOGO** (If you have a digital version, please attach to your email)

**SLOGAN**

\_\_\_\_\_

## **TOWN BRANDING CONTEST**

Who knows Coalhurst better than its very own residents!

The Town wants your best ideas for a new Town Brand! Residents of all ages and backgrounds are encouraged to combine past, present, and future elements of Coalhurst into a new logo and slogan. Brainstorm ideas with neighbors, family, or friends, then get creative and draft a logo and slogan and send it into the Town Office. If your idea gets chosen, you could win up to \$1000, plus leave a lasting impression on the Town's history!

### **Contest Details**

Starting immediately, residents can drop off their entry forms at the Town Office or scan/email them to [kbullock@coalhurst.ca](mailto:kbullock@coalhurst.ca). You must be a resident of Coalhurst to be eligible. Administration will compile the entries and Council will choose a winner. Hand drawn or digital designs are both welcomed. The winning slogan and logo will then be taken to a graphic designer to be transformed into a polished, professional, final product.

### **Logo and Slogan Requirements**

Logos should be clear, meaningful, and able to be easily scaled and printed on various types and sizes of mediums including stationary, fabrics, equipment, digital, etc. Slogans should be less than 10 words and help convey the feeling of the Town in a catchy, memorable manner. The logo and slogan should complement each other in their feel and design. Logos and slogans will be reviewed both as a combo as well as separately. Potentially, a slogan from one individual may be selected and not their logo, and vice versa. In this case, \$700 will be given to one individual with the selected logo and \$300 to the other individual with the selected slogan. If no suitable entries are submitted during the contest, the Town may choose to look at outside sources instead.

Final date for entries is September 30, 2019.

**Submissions or questions should be emailed to [kbullock@coalhurst.ca](mailto:kbullock@coalhurst.ca)**