



We are excited to announce a unique opportunity for our creative and talented members – the launch of our Event Branding Contest! As we prepare for the upcoming 10-Year Neon Sign Museum Celebration: Celebrating A Decade of Luminescence, we want a fresh and dynamic brand identity to make this milestone an event to remember. Who better to help us achieve this than our members!

Contest Details

Objective: Design a comprehensive branding package for our upcoming event, including a logo, colour palette, and promotional materials that capture the essence and excitement of our celebration. The design should also incorporate the City of Edmonton and ASA logos.

Eligibility: Open to all current members.

Submission Deadline: July 3, 2024

Prize:

- The winning design will be featured as the official branding for our event.
- The winning designer will be announced in the ASA newsletter and all social media accounts.
- \$250.00 Amazon Gift Card.
- A VIP ticket to the Event.

Submission Guidelines

Design Requirements:

- Event Logo: Versatile, memorable, and suitable for various sizes and formats.
- Color Palette: Complementary colours that enhance the logo and can be used across different mediums.
- Promotional Materials: Mock-ups for an event poster, social media banner, and flyer.
- Formats: Submit designs in vector format (.ai, .eps) and high-resolution .png or .jpg formats.

Rationale:

Include a brief description (up to 300 words) explaining the inspiration and concept behind your design.

How to Submit:

Email your submission to info@albertasigns.com with the subject line “Event Branding Contest Submission – [Your Name].”

Ensure all files are attached, and your description is included in the email body or as a separate document.

Intellectual Property

1. Entrants affirm their submissions are their original work, have not been copied from others or previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of the ASA. They may be used for any ASA purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
3. The ASA shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.

Determination of Winner and Prize

1. Entries will be judged on their visual appeal, adherence to the concept prompting the contest, quality of design, and ease of reproduction for the abovementioned purposes.
2. The winner's entry will receive a \$250.00 Amazon Gift Card and a VIP ticket to the Event.
3. The winner will be notified via email and announced on media.

We are excited to see your creative designs and celebrate a decade of luminescence with a brand identity that truly shines!