



# City of Unley Sesquicentenary Logo Design Competition

## Student Brief

### What is a sesquicentenary?

This is a way of saying a century-and-a-half, or 150 years.

The calendar year 2021 will mark the 150th Anniversary (Sesquicentenary) of the formation of the Corporate Town of Unley, which occurred when 2,000 signatories to a petition from residents of the towns of Unley, Parkside, Black Forest, Goodwood and Fullarton requested the Governor to allow them to form their own municipality and thus sever from the District Council of Mitcham.

### How do I go about designing a logo?

We would like ideas from young people to help us come up with a design for a logo to appear in all Council communications and promotions.

Submissions don't have to be 'finished' art – it's all about the idea. We will select the best concept from all entries and develop it more with the help of a professional graphic designer.

For inspiration, look at other logos from government bodies or companies on the web. Sometimes a simple logo is the most effective.

Decide on the important elements of your design. Is it a round, triangular, rectangular or square shape? Does it need words? What about numbers? Does it need a picture or image as part of the design? What colours might work best?

Choose a small range of colours, only one or two, but three or four at most, so your design is not too 'busy'. Think about how your chosen design will look placed next to the City of Unley logo.

### Don't try to say too much

If in doubt, keep it simple!

Good logos are often a combination of words and images, but most are very simple. People recognise what the product is, or who the company is.

You may want to illustrate how the City of Unley has changed over 150 years, or your design may include basic shapes or symbols. It's completely up to you.

Talk to your teacher and discuss good examples of logos. Try to find out how they were developed.

An effective logo is one that people will remember!

### Entries close Monday 9 November

To enter your design:

- 1 create your entry (on paper or in digital form)
- 2 complete an entry form
- 3 email your entry (attach your logo as a scan, jpeg or eps file) to [pobox1@unley.sa.gov.au](mailto:pobox1@unley.sa.gov.au)

### Judging

Judging will take place in late-November 2020. The winner will be announced, and winning logo revealed, in December 2020.

### Enquiries

If you have any questions, please call us on 8372 5111.

**Please see overleaf for the competition terms and conditions.**



# The City of Unley Sesquicentenary Logo Design Competition

## Terms & Conditions / Guidelines

The Promoter is the City of Unley, 181 Unley Road, Unley SA 5061

### Eligibility:

- The City of Unley Sesquicentenary Logo Design Competition is open to children from Years 5, 6 and 7 from all schools in the City of Unley Council area.
- Only one entry per student is permitted. Multiple entries will be disqualified.
- Employees of the Promoter and their immediate families, Elected Members and their immediate families, and agencies associated with the promotion, are ineligible to enter.
- Entries received after the closure date/time will not be eligible.

### How to enter:

- Students are invited to create a concept logo design for the City of Unley Sesquicentenary.
- Photographic artwork will not be accepted.
- All entries must be submitted on the official Entry Form.
- All sections of the official Entry Form must be completed, including a signature by the child's parent or guardian.
- Entrants may submit entries via:
  - Email to [pobox1@unley.sa.gov.au](mailto:pobox1@unley.sa.gov.au) with 'City of Unley Sesquicentenary Logo Competition' in the subject field
  - Hand delivery to the Unley Civic Centre, 181 Unley Road, Unley during business hours
  - Post to 'The City of Unley Sesquicentenary Logo Competition, PO Box 1, Unley SA 5061'.

Please note: The Promoter does not take responsibility for any entries lost during delivery.

### Terms and Conditions:

- By entering this competition, students declare that the entry is their own work.
- By entering this competition, students give permission for the City of Unley to:
  - provide the winning concept to a graphic designer for further development into a finished logo
  - reproduce the finished logo in digital format for inclusion in all Council materials and promotions
  - distribute the finished logo for display at all Council facilities, functions and events
  - publish the finished logo on Council's social media sites, website and any other council communications method as deemed appropriate by the Promoter.

### Copyright

The winner agrees to forsake ownership of the selected final logo image for professional design development and eschew any claim to copyright. Copyright and ownership of the new logo will be assumed by the City of Unley for promotional purposes during its sesquicentennial year in 2021 and beyond.

### Judging:

- A panel, whose members will be selected by the Promoter, will judge entries.
- The Judging Panel will select only one winner.
- Judges' decision is final; no further correspondence will be entered into.

### Prize Details:

- Student Prize: Local business voucher pack to the value of \$500.
- School Prize (school attended by winning student): vouchers for educational materials or art supplies valued at \$500.
- All prizes are non-transferrable and cannot be exchanged for cash.
- The Promoter shall not be liable for any loss or damage whatsoever which is suffered (including but not limited to indirect or consequential loss) or for any personal injury suffered or sustained in connection with any prize/s except for any liability which cannot be excluded by law.

### Competition Timeline:

- Competition opens Monday 12 October and close 5pm, Monday 9 November 2020.
- Entries received after the closure date/time will not be eligible.
- The winner will be notified by phone or via their school by Monday 30 November 2020.

### Publicity:

- Winners agree to, upon request, participate in any promotional activities required by the Promoter, including, but not limited to, an appearance for the purposes of publicity and/or photography.
- The Promoter may choose to present the winning logo and all other competition entries to the public via a display held in one of Councils' facilities.

