

Wytheville-Wythe-Bland Chamber of Commerce Logo Design Contest Criteria

Purpose:

The Wytheville-Wythe-Bland Chamber of Commerce is seeking a new logo that embodies our community's values, history, and vision for the future. This logo will be used on all official Chamber materials, including our website, social media, letterheads, and promotional items. We invite creative minds to submit their designs that capture the essence of Wythe and Bland Counties.

Design Guidelines:

1. Relevance:

- The logo should represent the identity, culture, and values of Wythe and Bland Counties.
- Designs should be inclusive and reflective of the community's heritage and future aspirations.
- **Mission statement:** The Wytheville-Wythe-Bland Chamber of Commerce is committed to promoting a favorable business climate for our members and communities in addition to partnering with other like organizations to make Wythe and Bland Counties a welcoming place to live, work, and play.

2. Originality:

- The design must be an original creation and must not infringe on any existing trademarks or copyrights.
- The submission must not include any stock images or clip art.

3. Simplicity and Versatility:

- The logo should be simple, clean, and easily recognizable.
- It should be versatile enough to be used in various sizes and formats (digital, print, merchandise, etc.).

4. Color Scheme:

- The design should incorporate a color scheme that is visually appealing and complements the Chamber's mission. Primary colors to include blue, white, green, yellow
- The logo should work well in both color, black-and-white, and greyscale formats.

5. Typography:

- Any text included in the logo should be legible and professional.
- The font choice should align with the Chamber's image and values.

6. Scalability:

- The logo must maintain clarity and integrity when scaled to different sizes, from large banners to small business cards.

7. Timelessness:

- The logo should have a timeless quality, avoiding trends that may quickly become outdated.
- It should be adaptable to future Chamber initiatives without requiring redesign.

8. Submission Requirements:

- Submit the logo in vector format (e.g., AI, EPS, SVG) and provide a high-resolution PNG or JPEG version.
- Include a brief explanation (100-200 words) of the design, describing the inspiration and meaning behind it.
- Submissions must be received by **Monday, September 23, 2024.**

9. Judging Criteria:

- Relevance to the Chamber's mission and values
- Creativity and originality
- Visual appeal and professionalism
- Versatility and adaptability
- Overall impact and memorability

10. Prizes:

- The winning design will be officially adopted as the new logo of the Wytheville-Wythe-Bland Chamber of Commerce.
- The winner will receive a Chamber Gift Certificate in the amount of \$200.00 and be recognized at the Chamber's annual banquet on October 15, 2024.
- The winning design and designer will be featured on the Chamber's website and social media platforms.

Contest Rules:

- Participants may submit multiple entries.
- All submissions become the property of the Wytheville-Wythe-Bland Chamber of Commerce.
- The Chamber reserves the right to modify the winning logo to meet specific branding needs.
- The WWB Chamber Board of Directors will judge and select the winning entry. This decision will be final.

Submission Deadline:

- All entries must be submitted by **Monday, September 23, 2024.**

How to Submit:

- Please send your design(s) and accompanying description(s) to chamber@wytheville.org with the subject line "Logo Design Contest Submission."