



## 2018 City of Winchester Park Sign Design Contest

Winchester Parks and Recreation is interested in standardizing its signage throughout the entire park system. In an effort to engage citizens in the process, the Park is hosting a design contest. The selected sign design will be produced and installed at the entrance of each community park by Winchester Parks and Recreation; excluding Jim Barnett Park, Frederick Douglass Park, the Green Circle Trail, Abram's Creek Wetlands Preserve, and Harvest Ridge. Designers of any age, level of experience, or jurisdiction are encouraged to participate in this activity.

**Deadline to submit design: July 16, 2018**

### **Selection:**

The image selected will be those that best represent the City of Winchester and meet the below requirements. There is no fee to participate or enter the contest. Winchester Parks and Recreation will pay all costs to produce the signs.

### **Requirements:**

- All work must be original, created by the artist submitting the application.
- The artist can submit up to three original designs and up to five versions of each design (i.e. color variations).
- The artist does not have to be a city resident and can be any age.
- The design must include a park name, the address, and the Winchester Parks and Recreation logo. The logo will be inserted appropriately in the designated space on the selected design by City staff. (If the artist's design is selected, the City of Winchester will change the name and address to match each park accordingly). See page 2 for a list of community parks.
- The park logo included in the design must follow the City logo design standards (see page 3 of this application).
- Designs can be submitted electronically or dropped off to Molly Minch at Winchester Active Living Center (Jim Barnett Park), 1001 E. Cork Street, Winchester, VA 22601 or [molly.knapp@winchesterva.gov](mailto:molly.knapp@winchesterva.gov). Be sure to include your contact information (name, phone number and email address). To submit large files (over 9MB), please use [www.wetransfer.com](http://www.wetransfer.com) or [www.dropbox.com](http://www.dropbox.com) (free online services).
- Electronic formats accepted: Adobe Illustrator, InDesign or Photoshop, jpeg, eps, tiff
- Design size needs to be between 8 ½" X 11" and 11" X 17"

**Schedule:**

- **Entry deadline: July 16, 2018.** Entries will not be accepted after this date.
- Artists will be notified if their design is selected.
- The selected design and artist will be featured in an upcoming Program Guide.

Visit [www.winchesterva.gov/parks/forms-publications](http://www.winchesterva.gov/parks/forms-publications) for more information and to download an application.

**Included Community Parks**

- Whittier Park- 900 Whittier Avenue, Winchester, VA 22601
- Timbrook Park- 132 North East Lane, Winchester, VA 22601
- North South East West Park- 501 Darrview Street, Winchester, VA 22601
- Friendship Park- 623 N. Pleasant Valley Road
- Cedarmeade Green Space- 2644 Stonegate Drive, Winchester, VA 22601
- Overlook Green Space- 29 East Whitlock Avenue, Winchester, VA 22601
- Park Place Park- 2024 Harvest Drive, Winchester, VA 22601
- Rolling Hills- 702 Kennedy Drive, Winchester, VA 22601
- Shawnee Springs- 1321 Opequon Avenue, Winchester, VA 22601
- Weaver Park- 167 Bruce Drive, Winchester, VA 22601

**Excluded Community Parks and Amenities**

- Jim Barnett Park
- Harvest Ridge Park
- Frederick Douglas Park
- Abram's Creek Wetlands Preserve
- Green Circle Trail

# Logo Design Standards

## Safe Area

A "safe area" must always appear around the logo. This assures concise communication of the brand and reduces competing clutter. No elements, including stripes, page croppings, graphics, outlines, typography, photography or art devices may impose on this space.

The *Winchester, Virginia* logo is the property and trademark of the City of Winchester. All employees are licensed to use the logo consistent with this style guide. Any improper use of the logo is grounds for revocation of the license at the sole and exclusive discretion of *Winchester, Virginia*. Use of incomplete or separated logo elements is not permitted.

## Safe Area



X = the width of the sans serif font

## Logo: Acceptable and Unacceptable Uses



Skewed/Rotated



Different Colors



Color Swapping



Subtraction/Addition of Elements



Stretching Horizontal/Vertical



Correct Version

## Acceptable Color Usage and Variations



Color Positive



Black Positive



Negative on Black



Positive on Black



Color version #1



Color version #2



# 2018 Park Sign Design Contest SUBMISSION FORM

Please provide the requested information below and return to: **Molly Minch, City of Winchester, 1001 East Cork Street, Winchester, VA 22601**. If sending electronically via email, send this completed form to [Molly.Knapp@winchesterva.gov](mailto:Molly.Knapp@winchesterva.gov).

Artist: \_\_\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

I agree to my name and photo being featured in a City of Winchester Parks & Recreation guide.  
Signature or Parent/Guardian Signature if under 18: \_\_\_\_\_

(Optional) If chosen, I agree to my name being featured on or near the sign at each park.  
Signature or Parent/Guardian Signature if under 18: \_\_\_\_\_

Description of Entry:

**I hereby grant the City of Winchester, VA and Winchester Parks and Recreation permission to use the above-mentioned design for use in the City’s parks, website, brochures and other community information uses as deemed appropriate by the City of Winchester and/or Winchester Parks and Recreation.**

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Signature or Parent/Guardian Signature if under 18 Date

Questions? Contact Molly Minch, Facilities Coordinator, at (540) 662-4946, ext. 1825.  
[molly.knapp@winchesterva.gov](mailto:molly.knapp@winchesterva.gov)