

Levin Folk Music Club Incorporated (LFMC) Logo Design Competition

Introduction

The LFMC is holding a competition for the design of a new club logo. We want a logo that we can use on our letterheads, newsletters, banners/flags and website and in newspaper articles, advertisements and other publications. It therefore needs to work both as a small scale design and when enlarged. Here are some relevant statements from our club's constitution that may help you think about your design ideas.

Mission Statement:

- To encourage the appreciation and performance of folk music of all kinds.

Objectives:

- Promote live folk music in the Horowhenua and wider district.
- Encourage and stimulate the development of all forms of folk music.
- Provide a venue for the enjoyment of live folk music for members and the general public
- Support the performance of visiting guest artists
- Encourage members to join with others from the local, national and international community of folk musicians at festivals, gatherings and inter-club events.

Competition Details

Entries received by the closing date will be shortlisted by the LFMC committee and the winning design will be selected through a club members vote. Shortlisting will be based on the extent to which the design:

- reflects the purpose, nature and characteristics of the club as outlined in the constitution (see above)
- can be effectively used in the range of applications stated in the introduction above
- reflects qualities of good design.

NB: The committee reserve the right to seek further design options if the competition does not provide a design that adequately meets the criteria above.

The competition closes on **Friday 26th February 2016**, shortlisting will take place in March 2016 and club members will vote on shortlisted designs in April 2016. The winner will be announced at the May 2016 club concert night. A prize of \$50 is being offered for the winning design.

Designs must be submitted on an A5 size piece of paper. This can be sent in hard copy to:

LFMC Secretary

PO Box 1121

Levin 5540

or emailed as a PDF to colin-brown@xtra.co.nz

All entries must attach the entry form on the following page. If you have any questions please contact Colin Brown at the above email address or phone 367 0911.

We look forward to receiving your designs.

Dale Webb (LFMC Chairperson)

Levin Folk Music Club Incorporated Logo Design Competition

Entry Form

(To be attached to all entries either in hard copy or through emails)

Entrants Contact details

Name:

Phone:

Email:

Copyright Statement

I ----- attest that the submitted design is my original work and has not been sourced from copyrighted sources or material.

Signed

Date:-----