

DOWNTOWN GREAT FALLS JAN 2010

LOGO COMPETITION

Downtown Great Falls is pleased to announce that we are conducting a **Logo Competition!** We are in search of students, professionals, artists, and other creative folks to design away and bring us your concept of our identity locked up in the form of a logo.

The Logo Competition is being organized by the Downtown Great Falls Association and the Great Falls Business Improvement District. These groups have come together, with many other organizations, to form the Downtown Action Alliance and the Downtown Marketing Committee.

The Logo Competition will award the design that **best captures Downtown's identity.** Downtown Great Falls is a forward moving place where folks can find entertainment, conduct business, shop, stroll, relax, and meet up with old friends while making a few new ones all at the same time! The logo should be designed with **specific characteristics** in mind that makes Downtown Great Falls stand out as the unique place that it is.

Downtown Great Falls is a community where independent businesses, local residents, and visitors are brought together amongst the rivers and parks to celebrate and enjoy its western culture. Downtown is literally and physically the central hub of the city with a strong financial core that is easily accessed from anywhere in the city. It is the historical marker of commerce and success with its beautiful brick buildings, activity, business and entertainment strongholds.

If there are any questions please visit or contact :
web : greatfallsbid.com
facebook group : [destination downtown great falls](#)
sue : suefdowntowngreatfalls@yahoo.com or
joan : info@greatfallsbid.com

Designers should keep these characteristics in mind when creating their concepts.

The top ten entries submitted will be put into the winner's shortlist to be judged by the Downtown Marketing Committee with the top three entries given the chance to **win some fantastic prizes** including an Apple Ipad Touch and \$100 worth of Downtown Gift Certificates. The final winner will also have the benefit of having their design printed on many different mediums throughout the region and on the internet. Entry is free and open to all who have Great Falls pride.

Those who choose to participate need to take into consideration the flexibility of the logo as it will be utilized in a range of mediums. The logo will be placed on a variety of shapes and sizes including, but not limited to, vertical banners, horizontal highway signs, letterhead, flyers, websites, as well as prominent placement in several storefronts.

All entries should be submitted by **March 1st, 2010** and should be submitted as an 8.5" x 11" .pdf along with its original file such as .ai, .psd, or if hand drawn as a .jpeg. We encourage all contestants to utilize our facebook group as a social network to post works in progress to get feedback, inspiration, and to create a better design through input from others.

Good luck to all and show us your **pride in Downtown Great Falls!**

Please submit your entries to :
robert smith at
robertjamesmith@gmail.com
no later than March 1st, 2010