HAINES CITY AREA CHAMBER OF COMMERCE

POLK STATE STUDENT DESIGN CONTEST

Haines City Northeast Polk County Regional Chamber of Commerce is rebranding. They will officially change their name to Haines City Area Chamber of Commerce and unveil their rebranding in January 2016. Polk State College art students have been asked to create a rebranding packet that provides a fresh and modern new look for the Chamber.

This packet includes: Page 1- Information, Page 2- Application, Page 3- Inspiration.

Eligibility

Any Polk State College Visual arts or Digital media student on the Winter Haven or Lake Wales campus is eligible to apply.

Prize

Selected by a jury of art and design professionals, the 3 finalists will receive a package of gift certificates and goods donated by businesses in Haines City. The Haines City Area Chamber of Commerce Board will formally recognize all three finalists. The winner of the rebranding competition will receive a brand new MACBOOK PRO, as well as, press and important exposure for the student.

Calendar

May 6th Final Deadline of Logo Design proposals/submissions. Entrants will Submit designs in digital or hard copy to: Professor Holly Scoggins, WFA 101A, hscoggins@Polk.edu, 863-297-1061

May 20th Students will be notified of submission results on or before this date. Finalists will be asked to prepare a formal presentation for the Haines City Area Chamber of Commerce. The Winner will be picked from this presentation.

June 10th Final Presentation to the Chamber by 3 finalists. Finalists arrive at 8:30 am. Students are given 15 minutes to present their rebranding proposal. Finalists will be responsible for notifying Professor Scoggins of any technological needs 1 week prior to their final presentation.

June 24th Winner will be notified on or before this date.

Submission

Your submission packet should include, but is not limited to the following: Completed application, logo design, logo variations, stationary & business card layout, and website application. Your designs can be submitted in print or digitally.

• Print Entries - must be hand delivered to Professor Scoggins. Email hscoggins@Polk.edu to set up a drop off time. Your submission should be in full color, professional, and well presented. Keep hard copy printouts no larger than 18” x 24”. You may submit multiple pages of images. Consider a professional portfolio to present all of your work with.

• Digital Images - must be RGB in JPG format with a maximum width or height of 1920 pixels and at 300 dpi. Digital images will be projected for the judges using a projector on a 6’ x 4’ screen. You may submit multiple images. Please label all images according to the item being presented. For example, your logo should be labeled: Lastname_HainesCity_Log. Please upload all digital files to a CD. Label CD: FIRST NAME, LAST NAME- HAINES CITY DESIGN CONTEST. Label each file on the cd.
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Full Name: | Student ID #:  
---|---
Address:  
Phone: | Email Address:  

Student must sign agreement with the following rules and regulations of this contest:

- All design submissions must be original designs and created directly by the student.
- Students are required to research surrounding city and chamber logos as to not replicate any logo designs, symbols in and around Polk County. However, Students are allowed to use colors connected with Haines City. Visit: http://hainescity.com.
- **No formats, imagery, colors, or designs from the original Haines City Chamber of Commerce logo are allowed.** Please look at the current website: http://hainescitychamber.com
- Because Haines City Area Chamber of commerce owns the rights to their name and image, all design submissions are prohibited from being exhibited on any social media platform (Facebook, Instagram, Pinterest, etc.) Students are only allowed to exhibit their designs in personal portfolios, digital or hardcopy.
- The finalists and the winner are not allowed to share their designs or submission status until the unveiling in January 2016.
- The Haines City Area Chamber of Commerce logo is protected. The winning logo and branding design will become property of the Haines City Area Chamber of Commerce. The Board will work closely with the student to finalize the usage of the design. The winner is allowed to use their design submission for personal and business portfolio purposes after this date. The student will receive press and recognition for their design. As well as a recommendation letter from both the Chamber and the city.

Signed_________________________________________ Date __________

POLK STATE COLLEGE CONTACT:
Holly Scoggins  
Professor of Art  
WFA 101A  
999 Avenue H, NE  
Winter Haven, FL 33881  
863-297-1061  
hscoggins@polk.edu

HAINES CITY CONTACT:  
Betsy Cleveland, IOM  
Executive Director  
Haines City NE Polk County Regional Chamber of Commerce  
863-422-3751  
betsy.cleveland@hainescitychamber.com
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Current sign/building is below. The building and sign will be change to reflect the rebranding. The Chamber will paint and reface the sign. No orange or yellow should be in the new design proposal.

Students have the option but are not required to use the colors associated with Haines City. See samples (left) and website below.

Visit: http://hainescity.com

Haines City Area Chamber of Commerce sees themselves as the front door to the community. The Chamber stands with Haines City in the Heart of Florida. They want to remove all visual connections from the old logo and they want a clean, fresh, and modern look.