

**2012 AIA Western Mountain Region & AIA Northwest Pacific Region Conference  
Hosted by AIA Arizona  
October 10-13, 2012  
Tucson, AZ**

**Theme: “Transformation 2012: Design and Practice in a Global Age”**

**2012 WMR/NWP Conference Logo Design Competition  
CALL FOR ENTRIES  
And Official Submittal Instructions**

**Eligibility:**

All AIA Western Mountain Region and AIA Northwest Pacific Region Architects and Associate Members and AIAS Students of the Western Mountain and Northwest and Pacific Region schools.

**Awards:**

Winning design will be announced January 5, 2012  
A \$200.00 Cash Prize.  
A Winner’s Certificate.  
Exhibit of Logo with Winner’s Identification at the 2012 WMR Conference  
The right to use the basic logo and identify him/herself as the logo designer.

**Jurors:**

Logo to be selected by the 2012 WMR/NWP Conference Planning Committee

**Timeline:**

|                                 |  |
|---------------------------------|--|
| Call for Entries:               | November 21, 2011                        |
| Deadline for Entries:           | December 15, 2011 (5:00 pm Arizona time) |
| Announcement of Winning Design: | January 5, 2012                          |

**Definitions:**

“Entry” means a logo design created by the Entrant for this contest.

“Entrant” means the individual that offers the Entry under the terms of this contest.

**How to Enter:**

1. Entries must be submitted by email to [tina@aia-arizona.org](mailto:tina@aia-arizona.org) . The entries must be submitted as a scalable vector graphic in EPS format, and also as a JPG. See the submission guidelines below for further information.
2. The email must include the name, postal address, phone number and email address, AIA member number of the Entrant and the AIA Component the Entrant is a member.
3. No more than 3 Entries may be submitted by any one Entrant.

4. Entries must conform to the Submission Guidelines set out below. Entries which fail to do so will be rejected.
5. The deadline for Entries is 5:00PM (Arizona time) on Wednesday, December 15, 2011. ( I would suggest that the timeline for this be extended into January as Students are in finals and Christmas break.
6. We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in e-mail.
7. There is no fee to enter the Contest.

**Submission Guidelines:**

The purpose of the contest is to design a logo that represents the theme of the 2012 AIA Western Mountain Region and AIA Northwest Pacific Region Conference – “Transformation 2012: Design and Practice in a Global Age”. The logo will be used online, in print, and on merchandise and materials. Flexibility is a key requirement, including the need to resize easily and to look good in black and white as well as color. The final version of the logo will need to be suitable for high quality printing.

While the logo needs to look good at relatively small sizes, it will not need to be shrunk for use as a Favicon.

Because of the requirement to register the logo as a Service Mark, Entrants should take care to ensure that their Entries are not in any way similar to existing logos or other copyrighted images. A logo that cannot be registered as a Service Mark, no matter how well crafted, cannot win the Contest.

The logo must exemplify the theme of regional **“Transformation 2012: Design and Practice in a Global Age”**.

**Explanation of Theme:** The theme of “Design and Practice in a Global Age” well suits the breadth of a multi-regional AIA conference that will include members from six Western Mountain Region states as well as those from four Northwestern states, Alaska, Hawaii, Guam & Micronesia, Hong Kong and Japan. Conference topics will explore the international trends, influences, and connections that affect the profession of architecture and it is the desire of the Conference Committee to have a logo that most creatively recognizes and depicts these global realities.

The Logo may contain the following words as well as the graphic interpretation or representation.

***Transformation 2012: Design and Practice in a Global Age***

Due to the requirements for high quality printing and re-sizing Entries must be submitted in scalable vector graphic format (EPS). We advise against the use of halftones and gradients unless created inside a vector graphics program. Color in this version must be CMYK colors as follows:

|                |             |            |              |                |
|----------------|-------------|------------|--------------|----------------|
| Yellow – R 252 | Red – R 237 | Blue – R 0 | Green – R 57 | Purple – R-102 |
| G 238          | G 28        | G 0        | G 181        | G 45           |
| B 33           | B 36        | B 255      | B 74         | B 145          |

JPGs 1000 pixels square of the logo are also requested so that entries can be posted to websites without the need for conversion.

The limit on attachment sizes for our email is 5Mb. If your submission exceeds this size, even after compression, please send the images individually and note clearly in your emails that you are doing so.

To recap: Entry will consist of 2 files: the basic logo EPS and JPG format.

### **Judging and Selection of Winner:**

1. The winning design will be selected for the purpose by the AIA WMR & NWP Conference Committee. Their decision will be final. No further correspondence shall be entered into.
2. If requested by the jurors, the winning entrant must be willing to adjust or make changes to the final version of the logo.
3. AIA 2012 WMR & NWP Conference Committee reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
4. The Committee reserves the right to disqualify any Entrant or Entry at its sole discretion.
5. The winner will be required to sign a contract assigning all ownership of the logo to AIA Arizona.
6. Accepting the prize constitutes permission for AIA Arizona to make public and otherwise use winner's name for publicity purposes. Further personal data may be requested but is not required.
7. No timetable is set for the announcement of a winner due to the need to confirm that the winning entry can be registered as a Service Mark.

### **Intellectual Property:**

1. All submitted work must be original and not based on any pre-existing design.
2. All entries will become the sole property of AIA Arizona and may be displayed publically on websites and exhibits.
3. The winning entry will be registered by AIA Arizona as a Service Mark and the Entrant agrees to transfer all rights and title to the Entry to AIA Arizona in accordance with the official rules of this contest.

### **Acceptance:**

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of these official rules. By participating in the contest, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. Including the guides and rules referred to herein, these official rules constitute the entire agreement between the Entrant and AIA Arizona in relation to the Contest. They govern the Entrant's participation and supersede any prior or other agreements between the Entrant and AIA Arizona relating to the Contest.