



Northern California Homebrewers' Organization 2010 NCHF Logo Competition: Rules and Specifications

Attention Designers of All Things Beer:

This is an invitation for submission of graphic designs for the official 2010 Northern California Homebrewers' Festival Logo.

The winning submission will earn the producing artist one admission to the Northern California Homebrewers' Festival, including 2 nights of camping, in the year for which it was submitted as well as a commemorative T-shirt and a glass (i.e., the 2008 logo winner is awarded entrance to the 2009 festival and 2009 commemorative items).

Winnings do not include the price of the Friday night dinner. Winnings shall not be transferable or cumulative. Original artwork will be returned to the artists only with submission of a self-addressed, stamped envelope. Winning artwork remains the property of the artist. By submitting to the NCHF logo competition the entrant agrees to allow exclusive use of the image by the NCHO at the discretion of its Board for one year.

In addition, the graphic may be used by the administrative body of the Northern California Homebrewers' Organization in promotional literature and commemorative items for the 2010 event. Prizes as described will constitute full compensation for the use of the artwork. NCHO and the artist(s) agree that no additional items shall be produced and sold beyond those for the event for which the logo was originally submitted. Excess inventory shall become the property of NCHO, and shall be disposed of solely at the discretion of its Board.

The Graphic will be evaluated on the following criteria: clarity of message related to the festival theme, brewing, visual impact, and reproducibility. Computer graphics are preferred.

Entries for the 2010 Festival must be received no later than **AUGUST 31, 2009**. Entries must be either emailed to board@nchfinfo.org or sent to NCHO at 271 Santa Clara Ave. Redwood City, CA 94061.

Graphics will be on display at the 2009 festival and open to a popular vote, however; the NCHO board reserves the right to make the final determination. Logo entrants will be notified of the results once the decision has been made.

Design Specifications

Required design elements:

- Include either the name of the event – Northern California Homebrewers' Festival – *or* the acronym – NCHF
- Include the full date of the Event: **September 17-18, 2010**
- Include 13 or XIII to denote the 13th annual festival
- Reflect the annual "Theme" of the event. The theme is **Eastern Europe**.
- Graphic must be reproducible as a line drawing, or line art. This means two colors: Black and White, NO grey values. Period.



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Encouraged design elements:

Brewing ingredients: grain, hops, water, etc.

Optional design elements:

Beer vessels dispensing equipment, brewing equipment and/or instruments

Technical Requirements for Submission

- All designs **MUST** be reproducible as **LINE ART**. **LINE ART** has two colors: **BLACK** and **WHITE**. No gray values. If it's not one of those two colors, it's not Line Art.
- Artwork can be produced by any means you like, but we prefer an electronic file over a print or original piece of art.
- If you are sending hand-made artwork, we must be able to reproduce your image as Line Art (see above for definition of Line Art).
- Digital artwork. Acceptable file formats and resolution requirements are as follows:
- PSD, EPS, AI, JPG, TIFF
- 225 ppi/dpi resolution for pixel-based images, approx 2500 pixels (8.5") wide or tall. Vector artwork is preferred, as it is infinitely scalable and has no size restrictions for reproduction.
- Please **Flatten** your artwork for submission.
- Please. **NO** Word files, **NO** PowerPoint files. These are not Printing Press resolution applications, sorry.
- If you use fonts in your image, and cannot flatten the image for some reason, please either convert text to outlines, or include them with your file.

A note about using clip art, stock photography, illustrations, etc.

Please respect copyrights of other artists. If you copy an image, illustration, photo or icon from a book, website, CD/DVD or other source without permission (assume you **DON'T** unless it is expressly given) you are infringing copyrights of someone else's work. Ask permission, or purchase the image, or make your own, based on the idea that inspired you.

If you have questions, please email us at info@nchfinfo.org