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Paint Creek Trail Logo Design Contest

Introduction:

The Paint Creek Trailways Commission is an intergovernmental agency comprised of Rochester, Rochester Hills, Oakland Township, Orion Township and the Village of Lake Orion in northeast Oakland County, Michigan. It owns and manages the 8.9 mile Paint Creek Trail, Michigan's first non-motorized Rail-to-Trail.

This document describes the Official Rules of the Paint Creek Trail Logo Design contest, organized by the Paint Creek Trailways Commission. The goal of this contest is to solicit designs for a potential new or alternate logo that will help define the Paint Creek Trail's brand and serve as an effective identity of the Trail. The logo should be recognizable, and help promote our mission:

"The Paint Creek Trailways Commission provides trail users a natural, scenic, and educational recreation experience while preserving the ecological integrity of the Paint Creek Trail for the enjoyment of present and future generations."

History of the Paint Creek Trail:

The Detroit and Bay City Railroad Company was organized on May 16, 1871. The first passenger train arrived in October 1872. The Village of Rochester utilized the railroad to ship farm products and Avon Township (now Rochester Hills) utilized all five miles of the railroad for various product shipments as well. A flag-station of the railroad was located in the Goodison area of Oakland Township at Goodison's mills. Orion Township's principal shipping point for the rail line was located in Orion Village. The Detroit and Bay City Railroad Company later became known as the Michigan Central Railroad Company. Subsequently, prior to becoming the Paint Creek Trail, the rail line was known as the Penn Central Railroad. Penn Central Railroad abandoned the line in the 1970's and subsequently filed for bankruptcy.

In 1981, the Trailways Commission was formed for the purpose of purchasing the abandoned Penn Central Railroad. In 1983, 10.5 miles of railroad was purchased for \$450,000. The trail was surfaced in 1990 with crushed limestone, and receives thousands of visitors annually. Cyclists, runners, walkers, equestrians, anglers, and nature enthusiasts enjoy the natural surface, and the close proximity to the Paint Creek, a designated trout stream that intertwines with the trail.

Official Rules

Eligibility

1. This contest is open to any person that is a legal resident of the United States that is 13 years of age or older. Entrants who are between the ages of 13 and 17 years of age must have their parent or guardian's permission to enter and must provide their name, age, and address, as well as the

name, address, and contact telephone number of their parent or guardian. Eligibility is determined by the Paint Creek Trailways Commission in its sole discretion.

2. Contestants residing in those areas where the contest is void may participate in the contest but may not win any prizes.

How to Enter:

1. Download and complete an Official Entry Form, available at www.paintcreektrail.org and email the completed Official Entry Form and design files to manager@paintcreektrail.org
2. Entrants can submit a maximum of three (3) entries. Each entry needs a separate Entry Form.
3. There is no fee to enter the contest.
4. Entries must conform to the Submission Guidelines provided below. Entries that do not adhere to the Submission Guidelines will be disqualified and rejected.
5. No joint submissions will be accepted and contestants may not submit an entry on behalf of another person.
6. Rules are subject to change without notice, but will be available on our website, www.paintcreektrail.org

Submission Guidelines:

1. Design must be original and not previously published.
2. Design may not include any copyrighted or trademarked material (symbols, photos, icons, etc.). Design may not include images or licensed images that have been previously published.
3. Color: There are no color limitations for designs. However, the logo must look good in color (if any) and black/white. It must replicate well in print and electronic media.
4. Design must be legible, as it may be featured on social media, our website, in print, and on merchandise.
5. Formatting: Please submit the design in .pdf (less than 5 MB) **and** .jpg format, with a resolution of 300 dpi. If the logo uses non-standard fonts, you must provide us with the font if your design is selected.
6. To recap: Each entry will consist of three (3) emailed files: Completed Entry Form, attached .jpg file, and attached .pdf file.

Deadlines for Entry:

1. The contest begins on April 22, 2017 (Earth Day).
2. Submissions will be accepted from April 22, 2017 through Saturday, June 3, 2017 at 11:59 p.m. Eastern Daylight Time (National Trails Day).
3. Winner(s) will be chosen on August 15, 2017 and will be notified by August 18, 2017.
4. Winner(s) will be announced to the public at the Paint Creek Trail Labor Day Virtual Bridge Walk and Run on Monday, September 4, 2017 at the Rochester Municipal Park.
5. Winning design(s) may or may not be reproduced and distributed on Paint Creek Trail merchandise or promotional items at the Labor Day Walk and Run.
6. The Paint Creek Trailways Commission is not responsible for late, lost, or misdirected email or for any computer, online, telephone, or technical malfunctions that may occur.

Prizes:

- **First Prize: \$250**
- **Second Prize: \$100**
- **Third Prize: \$50**

In addition, all prize winners will receive artistic credit for their design, in print and other media. All other entries and Entrants are not entitled to any compensation whatsoever.

Selection of Winner:

1. All entries will be screened and if they comply with the Official Rules and Submission Guidelines, will be considered.
2. The Paint Creek Trailways Commission, in its sole discretion, will select the winning design(s) on August 15, 2017 at their regularly scheduled meeting. All decisions will be final.
3. The Paint Creek Trailways Commission reserves the right not to select a winner if, in its sole discretion, it feels no suitable entries were received.
4. The Paint Creek Trailways Commission reserves the right to disqualify or refuse any Entry at its sole discretion.
5. Winner(s) will be required to sign a contract assigning all rights and ownership of the logo(s) to the Paint Creek Trailways Commission.
6. The Paint Creek Trailways Commission reserves the right to not select a design to be used as a new or alternate logo and makes no guarantee that the winning design will be a permanent logo.
7. Winning entrants agree that their name and photograph may be used by the Paint Creek Trailways Commission for promotional purposes, without further remuneration.

Intellectual Property:

1. All submitted designs must be the original work of the entrant and must not include, be based on, or be derived from any pre-existing designs created by another person, any trademarks, or any copyrighted images.
2. All entries will become the property of the Paint Creek Trailways Commission. By submitting an entry to the Paint Creek Trail Logo Design Contest, each entrant agrees that any and all intellectual property rights in, arising out of, or associated with the logo design are deemed to be unconditionally and wholly assigned to the Paint Creek Trailways Commission.
3. The Paint Creek Trailways Commission may alter, modify, or revise the design as necessary.
4. The Paint Creek Trailways Commission reserves the right to use any entries as it deems fit.

Acceptance:

1. Participation in the Paint Creek Trail Logo Design Contest constitutes the Entrant's full and unconditional acceptance of these Official Rules. By participating, the Entrant confirms that he/she has read, understands, and agrees to be bound by these rules. Including the Submission Guidelines and rules referred to in this document, these Official Rules constitute the entire agreement between the Entrant and the Paint Creek Trailways Commission in relation to the Logo Design Contest.

Conduct

1. All entrants agree to be bound by these Official Rules. Submitting an entry in this contest means you accept these Official Rules.

For more information about the Paint Creek Trail, visit www.paintcreektrail.org