

EXTREME MAKEOVER

RE-DESIGN THE PRIMARY COLOURS LOGO

CALLING ALL ARTISTS AND DESIGNERS:

Primary Colours is looking for a new logo. If your logo is chosen you win the following:

- One year of free promotion (that's your name/logo on every event piece we promote for a full year).
- Two free tickets to Primary Colours' events from September 2010 - September 2011.
- T-shirt of your choice from our catalog.
- The Unveiling of the new logo at our Art Vs. Art event on September 24, 2010.

Primary Colours is an Indianapolis-based nonprofit, charitable organization comprised of visual artists and art enthusiasts. Our mission is to exist as a nonprofit arts organization that facilitates interaction between visual artists and the community. Our Purpose is to create and sustain a thriving environment for the visual arts through unique exhibitions, workshops, and special events. If you would like to learn more about us and all our fantastic events that we host around the city please visit primarycolours.org

WHO CAN SUBMIT?

OPEN TO ANYONE & EVERYONE: Design/art enthusiasts, agencies, artists, etc. Feel free to offer more than one submission.

HOW, WHEN AND WHAT TO SUBMIT?

Create your artwork in a vector format. We prefer the Illustrator format but Photoshop can be used so long as the final artwork can be vectorized. All type converted to outlines. Acceptable submission

formats: JPEG/TIFF/EPS/AI/PSD. Memory Limit: 10MB. Submit or send questions via e-mail to: primarycoloursindy@gmail.com.

DEADLINE: MIDNIGHT **July 30, 2010**. Winning/final design must be prepared in vector for the hand off to Primary Colours along with fonts identified for branding consistency.

THE DO'S AND DON'TS

The following are guidelines (*pointers*) we would like you to follow while developing your sizzling hot logo design.

WHAT WE DO LIKE:

- A logo we can use in all media.
- Clean and iconic (contemporary).

WHAT WE DON'T LIKE:

- We want a logo that translates well in one color and black. We don't hate primary colors, but please show us some different options as well.

- We are a non-profit organization that works with a lot of painters, but painting is not our only focus. We need an icon/logo that we can grow with as time goes by and our organization evolves to take on more artists and media formats.
- Please keep your Photoshop effects and filters to a minimum. It's a great program, but please don't overdo it.

primary  colours
{CURRENT LOGO}