



# DOWNTOWN BANNER CONTEST

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The City of Hermiston is proud to present the 2023 Downtown Banner Contest, a competition to create street banners that will be displayed on light poles in downtown Hermiston in 2023-2024.

The contest is open to Hermiston area residents, and two winning banner designs will be selected in the youth and adult categories.

The contest theme is **“What makes life sweet in Hermiston.”** Entries should incorporate the city’s colors (see Page 2), and can include:

- Digital art
- Collage
- Painting and drawing
- Printmaking

## HOW TO ENTER

Email submissions to [banners@hermiston.or.us](mailto:banners@hermiston.or.us). If your submission is hand drawn or painted, please take a photo of your design, submit the photo, and save your original artwork.

For submission guideline questions, please email [banners@hermiston.or.us](mailto:banners@hermiston.or.us).

## SUBMISSION DEADLINE

April 20, 2023

# CONTEST RULES & GUIDELINES

## WINNING BANNER SELECTION

A volunteer panel of the City of Hermiston and Hermiston Downtown District will select the winners. One winner will be chosen from each of the following categories:

- Emerging Artist (Kindergarten through 12th grade)
- Adult (Age 19 and older)

## PRIZES

- The winning design from each category will be displayed on City of Hermiston street banners from August 2023 to August 2024.
- A \$100 prize will be awarded to each winner.

## ELIGIBILITY & COPYRIGHT

- All current and recent Hermiston area residents are eligible for this contest.
- The artist will not retain sole copyright for their artwork.
- The City of Hermiston will have unlimited reproduction rights to all contest submissions.

## GENERAL SUBMISSION GUIDELINES

- Submissions will be accepted through April 20, 2023.
- Submissions, including photos of paintings, drawings, and other print entries must be emailed to [banners@hermiston.or.us](mailto:banners@hermiston.or.us).
- **Entries must be accompanied by the following information:**
  - **Artist's name**
  - **Artist's age**
  - **Artist's address**
  - **Contact phone number**
- Only one entry per contestant.

## DESIGN GUIDELINES & REQUIREMENTS

- Please be sure to review the submission guidelines on the following pages for each type of visual art category.
- Designs must include or reflect elements of the theme, **“What makes life sweet in Hermiston.”**
- Submit only portrait/vertically-oriented images in JPG, PNG, or PDF format.
- All artwork must be original, made by the artist submitting the contest entry. Only original designs, not previously published, will be accepted.
- Files must be saved as the entrant's full name. For example: John-Doe.jpg
- The City of Hermiston logo will be added to the bottom section of all final banner artwork at time of fabrication. Please bear that in mind when creating your artwork (See Page 3 for placement and approximate size).
- All design entries must be vertically-oriented as banners will be hung vertically. Full banner size will be 18” X 36” with original art fitting into a 18” X 20” space, so designs should maintain the same proportional scale; for example, 9” X 10”
- Designs must be in full color and colors should be full intensity, as natural light will filter through them, lightening them over the course of the year. Use of the city's color palette (see below) is encouraged.
- Use of text is discouraged.

**Please note:** Submissions that do not conform to the minimum requirements detailed in this document may be disqualified.

### PRIMARY PALETTE



PANTONE® 432  
C-78, M-64, Y-53, K-44  
R-51, G-62, B-72  
HEX #333E47



PANTONE® 7482  
C-85, M-12, Y-96, K-1  
R-0, G-157, B-78  
HEX #009D4D



PANTONE® 171  
C-0, M-79, Y-83, K-0  
R-241, G-93, B-59  
HEX #F15C3B



PANTONE® 3945  
C-7, M-2, Y-100, K-0  
R-244, G-229, B-1  
HEX #F3E501



PANTONE® 130  
C-2, M-38, Y-100, K-0  
R-245, G-168, B-28  
HEX #F4A71C



PANTONE® 305  
C-57, M-0, Y-6, K-0  
R-88, G-201, B-232  
HEX #58C8E7



PANTONE® 7474  
C-88, M-39, Y-43, K-10  
R-4, G-118, B-129  
HEX #047581



PANTONE® 4525  
C-24, M-24, Y-56, K-0  
R-198, G-182, B-130  
HEX #C6B582



PANTONE® 7532  
C-49, M-58, Y-73, K-37  
R-101, G-80, B-61  
HEX #65503C

### BRAND ACCENT PALETTE

# CONTEST RULES & GUIDELINES

## DIGITAL ART SPECIFICATIONS:

- Files should be created at a minimum resolution of 300ppi in CMYK color mode. High resolution files will only be required if your design is chosen as a winner.
- If your submission is selected as a winner, you will be contacted by City of Hermiston for an uncompressed, high resolution image at a minimum 300ppi at 2700x3000 pixels.
- If a winning image cannot meet this minimum image resolution, it may be disqualified because it cannot be successfully enlarged to meet banner production requirements.
- Acceptable digital art formats include: Illustrator AI, EPS and PDF formats; Photoshop JPG and PSD formats.
- Please note: All non-Adobe CS graphic files must be converted and saved as one of the above industry standard digital formats.
- Words, letters and numbers are not encouraged as part of the banner design but may be included if they are related to the theme of the artwork.

## COLLAGE, PAINTINGS, DRAWINGS & PRINT MAKING SPECIFICATIONS:

- Absolutely no mechanical reproductions of original works are permitted within the banner designs.
- Use of words, letters, and numbers is discouraged but may be included if they are related to the theme of the banner artwork.
- Minimum finished artwork size must maintain a proportional scale of 18" X 20" to correctly fit the street banner.
- If the original artwork does not meet these minimum dimensions, it will be cropped to fit.
- If your artwork is selected as a winning design, it will be professionally scanned at very high resolution in order for it to be resized and made into a banner.

