

CALL FOR ENTRIES: SoFA LOGO CONTEST

Grand Prize: \$500.00

Deadline for entry:

Saturday, March 24, 2007, 5pm

Decision will be made by April 1, 2007

Mail entries to:

SoFA Logo Contest

c/o Two Fish Design

366 South First Street

San Jose, CA 95113

Judges: SoFA District committee members (which is open to any and all South First Street businesses and organizations.)

The SoFA Committee (SoFAC) is accepting design submissions for a logo which will exemplify the art, culture, retail and nightlife of the SoFA District.

The SoFA District is identified as South First Street and its surrounding area in the core of downtown San Jose. SoFA has had a long history as a unique community over the past 20 years, and is enjoying a new renaissance with a critical mass of arts and culture and most recently, plans for high density housing in the next two years.

The SoFA District is a social place with varying personalities. By day, we enjoy galleries, cafes, business professionals, tourists, conventioners and university as well as high school students. By night, we have fine dining restaurants, performances and special events at the California Theater, and a number of clubs, lounges and galleries that provide various night culture options. The logo should reflect these varying experiences to a broad range of audience. We encourage all applicants to visit the SoFA district during the day and / or night time to understand SoFA's distinctive social atmosphere.

The logo may appear on, but not limited to, South First Street kiosks, district event announcements, ads, banners, websites, emails, walking maps, etc.

Limit: two designs per person

OFFICIAL CONTEST RULES

1. **Eligibility:** SoFAC Logo Contest is open to all US residents over the age of 18 except employees of the San Jose Downtown Association, employees of the San Jose Redevelopment Agency or any immediate families and anyone living with any of the above.

2. **Agreement:** The act of entering the contest constitutes acceptance of the contest rules outlined in the transfer agreement and the decisions of all contest judges.

3. **Contest:** Entrants must submit their designs no later than Saturday, March 24, 2007, 5pm PST. Members of the SoFA Committee will select a winner by April 1, 2007 and notify winner by email and/or phone by April 7, 2007.

4. **Prize** for this contest is one grand prize award of \$500.00

5. **Release:** Prior to receiving the prize, the winner will be required to show valid photo ID and to sign a transfer agreement releasing SoFAC from all liability, confirming compliance with contest rules and consenting to the use of his or her name and photograph, without further compensation, in any publicity carried out by SoFAC or its affiliates.

6. **Privacy:** We use your personal contact information to administer the contest, including contacting, announcing and promoting contest entrants. SoFAC will not forward this information to third parties.

7. **Submission Limit:** two designs per person

8. **Banning:** SoFAC may, in its sole discretion, prohibit any person from entering any contest whom we believe to be abusing the rules. Such abuse includes entering false information and entering more than two designs.

9. **Other:** All decisions of the contest judges are final. This contest is governed by the laws of California and applicable therein. SoFAC reserves the right to cancel or modify any contest rules at any time without notice. Grand prize must be accepted as awarded and is non-transferable. The odds of winning depend on how many eligible entries are received. Sponsors are not liable for any errors, damage or negligence that may arise in connection with this contest, including technical failures on the part of the SoFAC committee, human error or property damage incurred by any contest entrant.

Questions? Contact Two Fish Design by
phone: 408-271-5151
email: studio@TwoFishDesign.com

HOW TO ENTER

Your logo design must be submitted on CD, along with a printed copy of the design(s) on letter sized paper and the entry form by Saturday, March 24, 2007, at 5:00pm PST. Submissions received after this time will not be considered.

Content:

- The logo MUST contain the name "SoFA District"
- "SoFA" MUST be written using a capital "S", "F" "A" and lower case "o" to spell "SoFA".

Image Size: Although not mandatory, the logo should be a vector graphic (*ie.* Adobe Illustrator file.). Digital images should be created at 11" wide (relative height) at 300 dpi resolution.

Theme: Although we do not require a theme, please read our Call for Entries

Submission/File Format:

- Your logo submission MUST be an .EPS, .JPG, .TIFF, or .PDF included on a CD. (Should your design be the winning design, we will require the original high resolution file.)
- In addition to the digitized file on CD, your logo design MUST be printed on one sheet of 8 1/2" x 11" paper.

Mail along with your entry form (*below*) to:

SoFA Logo Contest

c/o Two Fish Design

366 South First Street

San Jose, CA 95113

t: 408.271.5151

studio@TwoFishDesign.com

-ENTRY FORM-

Submit by March 24, 2007 to:

SoFA Logo Contest

c/o Two Fish Design

366 South First Street

San Jose, CA 95113

Artist/Designer's Full Name:

Address:

Phone Number:

Email Address:

Occupation:

Description of Logo:

What was your inspiration?