

# ADDISON TOWNSHIP

## LOGO CONTEST

Addison Township, the Addison Township Legal Counsel and the Addison Township Fire Fighter Association are proud to announce a Logo Contest. The winner will receive a \$200.00 award and the runner up will receive a \$50.00 award.

Addison Township is a rural and family-oriented community. The Township seeks a logo that represents and captures the spirit of Addison Township.

The rules and entry form for the Logo Contest are detailed below. We look forward to your submittal.



### LOGO

Recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationery, and vehicles. Not to be confused with a brand, which identifies a product or family of products. Also called Logotype. “[www.businessdictionary.com/definition/logo.html](http://www.businessdictionary.com/definition/logo.html)”

### BRANDING

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

“[www.businessdictionary.com/definition/logo.html](http://www.businessdictionary.com/definition/logo.html)”

ADDISON TOWNSHIP

**To be eligible this Official ENTRY FORM must be completed in full and returned with your logo. All entries must be submitted July 1, 2019 through September 30, 2019.**

**Label envelope or in subject box of an email: LOGO**

Email: [pbennett@addisontwp.org](mailto:pbennett@addisontwp.org)

Mail: Addison Township, Attention: Clerk Pauline Bennett  
1440 Rochester Rd.  
Leonard, MI. 48367

Submit two (2) identical Logos both on 8 ½ x 11 paper. One larger scale drawing formatted to fit the 8 ½ x 11 page and the second drawing formatted to 3 x 3-inch (box) design on 8 ½ x 11 paper size. All entries (including email) that do not submit two (2) identical Logos as described (above) are disqualified.

<b>MY BRANDING VISION OF ADDISON TOWNSHIP LOGO ENTRY</b>	
Please print	
<hr/>	
Name	
<hr/>	
Address	
<hr/>	
Phone Number	
<hr/>	
Email Address	
Are you under 18? _____ If yes, guardian/parent (s) must sign in the area provided below.	
<b>By signing, I have read and understand the contents of the rules as stated and give up any and all rights legal and otherwise, to the submitted logo.</b>	
<hr/>	
Signature	Date

**I being the guardian/parent (s) of \_\_\_\_\_ hereby give my consent to enter the logo contest and by signing, I have read and understand the contents of the rules as stated and give up any and all rights legal and otherwise, to the submitted Logo. If applicable, both parents/guardians must sign.**

\_\_\_\_\_  
Parent/guardian consent signature                      Printed Name                      Date

\_\_\_\_\_  
Parent/guardian consent signature                      Printed Name                      Date

Township received on _____ email _____ mail _____ number _____
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# ADDISON TOWNSHIP

## Rules and Directions

Adults and children, residents and nonresidents may enter the contest. If you are under 18, please have your parent(s) or guardian(s) also sign the form. They must sign the form with you or the entry will be disqualified.

Addison Township will be accepting Logo entries from July 1, 2019 through September 30, 2019 by the close of business at 5:00 p.m. Any entry received prior or after these dates will be disqualified. You may enter more than once; with each entry you must have a separate entry form or only the first Logo will be retained as an official entry.

Logo entries shall be issued a number and reviewed by the Township Board. Your name will not be associated with an entry unless a winner is determined/selected. The Township Board will issue a decision on the Township Logo by January 31, 2020 if not sooner. The Township Board reserves the right to reject all Logos for any reason and create their own Logo through an agency or other means. The Township is not bound to select from the entries received. The Township may use portions of one or more entries for a final Logo. Once your entry is submitted it becomes the property of the Township for its use and your entry will not be returned. All entries consent to the Township to use their name in recognition. Your entry constitutes permission to use winner's name and photograph, for promotional purposes, unless as prohibited by law. By signing in the space provided, all applicants waive all rights and all claims to the Logo, all rights reserved to the Township.

All entries give permission to Addison Township to use the Logo for any length of time. All entries grant the Township the rights to the Logo and the rights to protect the Logo at its discretion.

Addison Township reserves the right through decision by the Board to disqualify any entry determined to be in violation of the letter and spirit of the official rules. Any submittal with obscenity as deemed by Township Legal will be disqualified prior to Board submittal. Any use of previously copyrighted material, or deemed inappropriate by the Board will be disqualified. The Township reserves the right to use the Logo for any Township advertising or function.

The Township's decisions are final. Taxes are winner's responsibility. Contractors and employees of Addison Township, their immediate families and the Board of Trustees are not eligible. All federal, state and local laws apply. By entering this promotion, each entrant accepts and agrees to be bound by these official rules and the decisions of the Township Board. Addison Township or their agencies are not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or utilized in the contest or by any technical or human error which may occur in processing the Logo contest or processing of submissions in the contest. Addison Township and their agencies assume no responsibility for any error, (mail or electronic) omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, unauthorized access to, or alteration of entries. Addison Township and their agencies are not responsible for any problems or technical malfunction of any telephone network or lines, computer systems, servers or providers, computer equipment or software on account of technical problems or traffic congestion on the Internet or combination thereof, including injury or damage to participants or to any other person's computer related to or resulting from participating or downloading materials. If, for any reason, the Logo Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Addison Township which corrupts or affects the administration, security, fairness, integrity or proper conduct of this Logo Contest reserves the right to terminate the contest.

If a winner is selected, it will be announced at a Township Board meeting and the winner will be contacted by phone or mail. Robert Davis and the Addison Township Fire Fighter Association will mail the award within 30 days of written notice of the selection. All entries must be submitted July 1, 2019 through September 30, 2019, with a completed official entry form (attached) to the Clerk, Pauline Bennett either by mail or email.

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### JUDGING

Unless the Board determines that there is not an individual selection, the judging of the entries is as follows:

The Township Board shall hold open meetings and each member present shall select their top 5 Logos and give to the Clerk (Clerk and one Trustee will tabulate).

From these selections the top 4 selected shall be deemed the finalists.

In case of a tie the tie shall move forward.

The Township Board shall hold an open meeting and each member present shall pick 2 out of the 4 logos to move forward (Clerk and one Trustee will tabulate).

The top 2 Logos shall move forward.

In case of a tie the tie shall move forward.

Discussion by the Board.

The Board, by way of motion, will determine the winner of the Logo and runner up.

The Clerk will notify the winner(s).

The Township reserves the right to use the Logo for any Township advertising or function.