

Calling all Artists & Inspired Community Members!

Yolo County Health & Human Services Agency (HHSA) - Employment Services is thrilled to ask for YOUR help in creating our new logo. We are offering an exciting opportunity for all artists to show off their talents and design a creative, innovative and professional logo.

The new logo should be recognizable and help promote our organizations vision, "To meet the demands of the changing economy, improve the quality of life for Yolo County Residents, and facilitate a flexible workforce development system that fully engages the public and private sectors, integrates education and workforce preparation, and offers Yolo County Residents lifelong opportunities to maximize their employment potential."

HHSA – Employment Services has also chosen a new name; **“YOLOWORKS”** which should be displayed prominently in the design, but the rest is up to you!

Can our new logo represent all that is Yolo County? YOU BET! Draw your inspiration from the words in this contest description and feel free review other Workforce logos from our region. But above all, use your own creativity and deliver a logo that’s worth winning!

www.sacramentoworks.org | www.solanoemployment.org | goldensierra.com | mljt.org
www.eastbayworks.com | sonomawib.org | www.novaworks.org | <http://afwd.org>

Contest Details

The contest begins on **Monday, November 27, 2017**. Submissions will be accepted through **Sunday, December 31, 2017**. Winners will be announced via our website, social media websites and by direct contact to the winner(s) after selection has taken place.

In order for your entry to be submitted and reviewed by our judges, all entries must include:

- A color version and black & white version.
- Source File Requirements: All original vector source files of the submitted design. Files should be created in Adobe Illustrator or Inkscape and saved as layered AI or EPS files. Note: PSDs saved as EPS files are not true vector / scalable files and will not be accepted.
- All fonts (and operating systems) must be listed in a text file within your Submission Zip file. Include the name of the font and a link to where it can be downloaded / purchased. DO NOT include any font files in your submission or source files.
- All text in the graphic should be converted to outlines.
- Submission should also include 1024 x1024 version of the graphic in jpeg and/or png (on both a black background and a white background).
- The files should be high resolution of at least 300 dpi.

Logo Requirements

Required Items: “YOLOWORKS” must be displayed prominently. In addition, either the logo of America’s Job Center of California or the wording “A Proud Partner of America’s Job Center of CaliforniaSM Network” must be incorporated into the overall logo. AJCC Style Guide can be found at http://ewddlacity.com/images/directives/wds-directive/WDS-Dir_14-04-AJCC_Style_Guide.pdf

Professional: This logo may be featured on our buildings, posters, banners, website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc). As a result, while we want the logo to be eye-catching, it must still be legible.

Theme: Logo must promote the vision of the Yolo County HHSA - Employment Services (listed above) and the design should be universal in theme.

Color: Color pallet is open, but limited to 4 colors; please avoid gradients or other special effects as they are difficult to reproduce across all media. Logo must look good in color and black & white.

Integrity: Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting.

Contest Requirements

Winners will be selected by the HHSA YoloWorks Rebranding Committee in conjunction with the Yolo County Board of Supervisors and Yolo County WIB. Contestants agree that Yolo County HHSA / YoloWorks may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Once submitted, contestants assign all ownership rights, including all intellectual property rights to the logo, to Yolo County HHSA and Yolo County WIB. Additionally, the Yolo County HHSA and Yolo County WIB reserves the right to request two (2) separate revisions of submitted logos; including but not limited to color corrections, graphic placement, font choice, etc. The Yolo County HHSA and Yolo County WIB may alter, modify or revise the logo as it sees necessary to achieve the goals of the organization. Once a submission has been received Yolo County HHSA will communicate directly with artist. Yolo County HHSA and Yolo County WIB reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

Prize

Contest winner will receive \$150 Visa Gift Card (and bragging rights!).

How to Apply

Submissions should be sent to OneStopFB@yolocounty.org.

Please use the phrase “YOLOWORKS LOGO” in the subject line of your email.