



\$500 Scholarship!

BCS Logo Design Contest Rules

Purpose

The **Brussels Consignment Shop** announces a competition to design a new shop logo! We are currently in need of a new main logo and a simpler sub-mark. These logos will be used on our social media, posters, flyers, and printed materials, etc.

This document describes the official requirements and rules of the competition. For any other questions, please contact brusselsconsignmentshop@gmail.com

About us

The Brussels Consignment Shop (BCS) is a non-profit organization. All net proceeds from the consignment and thrift shop go right back into the Benelux-USAG community through community events, scholarships, and funding for community programs.

Community members can donate or consign like new items to BCS, giving those items another life.

We are a great first stop for new members of the community who are looking for household and kitchen items. As well as being a great place to find other treasures such as books, clothes, décor, toys, etc.

Our current logo (see heading) needs a makeover! It needs more life and it is very difficult to see when it is used on small advertisements.

We are looking for a Main Logo – more detailed, and a Sub-mark – simpler for smaller advertising placement.

Themes to explore:

- Recycling
- Community

Guidelines

1. The logo must be the original work of the submitter. All entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity. The use of an AI generator will disqualify the contestant.
2. The winning submission becomes the sole property of The Brussels Consignment Shop and may be used for any advertising purposes, including, but not limited to, display on websites, social media sites, posters, and other materials.
3. The name of the winning entrant will be acknowledged in the shop website and social media.
4. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.
5. The logo may be created using pencils, crayons, markers, paint or created with a computer drawing program.
6. All entries must be submitted electronically to brusselsconsignmentshop@gmail.com
7. The logo should be simple, not be complicated or confusing, and all elements must be discernible when reproduced in smaller sizes.
8. One submission per person.

Submission Deadline

February 29, 2024.

Eligibility

The contest is open to all Junior or Senior High School aged students in the Brussels Benelux area with a US DOD Dependent ID.

Submission Format

Designs must be submitted in any of the following formats: .jpg, .tiff, or .pdf (if a hard-copy design sketch is submitted, it must be scanned or otherwise rendered into one of the above computer formats and submitted). Images can be larger than, but must be no smaller than, three inches by three inches (3" x 3").

Judging

A committee comprised of all regular BCS volunteers (volunteer 10+ hours a month) will assess and vote on a winner. Entries will be judged on their visual appeal, adherence to the concept

prompting the contest, quality of design, and ease of reproduction for the purposes stated above. Decision is made by majority vote rules.

Copyright

The Brussels Consignment Shop will acquire ownership of the winning logo by assignment of copyright, and the winning designer will disclaim any trademarks and without limitation all other rights related to the design (Official Entry Form Required). By submitting a logo for entry in the competition, the designer acknowledges that he/she is the person that created the logo and is the rightful owner. The designer also certifies that the logo does not infringe upon the rights of any third party and that it does not violate any copyright.

Prize

The artist of the winning design will win a \$500 scholarship from BCS.