



CITY OF  
**PALO  
ALTO**

## CREATIVE BRIEF:

After more than four decades of providing meaningful arts programs to the community, the Palo Alto Art Center is transforming our facility with a major renovation. As part of this process, we're recreating our visual identity—**and we need your help!**

We believe that everyone is an artist and we want to prove it. We want you to submit original logo designs for the Palo Alto Art Center logo competition. Pull out those crayons, pens, or your computer and show us the artist you can be! All logos should embody our core values:

- Everyone is an artist
- Friendly, inclusive, and welcoming

The winning logo design embodies the Art Center's interest in providing a place for the artist in everyone—a place where the entire community can learn, create, and be inspired.

**Please use the other side of this form to draw or attach your logo submission.** Logo submissions must be original and can be created in any medium except for photography. Your logo should be simple, easily replicable, and memorable.

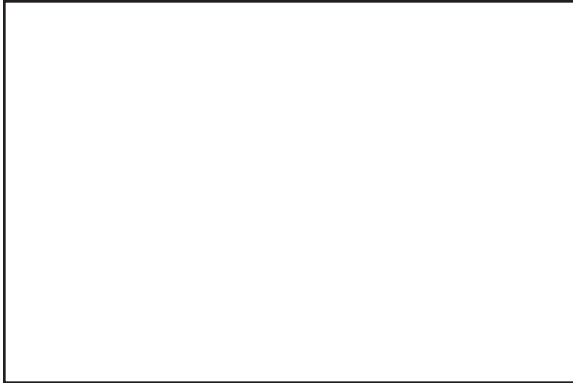
**Deadline for submissions is Monday, March 5, 2012.** Submissions will be judged by a panel of design experts and the winner will be announced in May 2012. Submissions will be exhibited at the Palo Alto Art Center as part of our grand opening in October, 2012. **Submissions should be dropped off or mailed to the Lucie Stern Community Center, 1305 Middlefield Road, Palo Alto, 94301**

For more information, please call 650.329.2366, email [artcenter@cityofpaloalto.org](mailto:artcenter@cityofpaloalto.org) or visit [www.cityofpaloalto.org/artcenter](http://www.cityofpaloalto.org/artcenter).

*The winner of the logo competition will receive a free annual membership in the Palo Alto Art Center Foundation and their name will be featured prominently on promotional materials related to the Art Center's visual rebranding. Note that the winning logo design may be modified to integrate successfully with the City of Palo Alto's visual identity.*

OVER 

**draw, post, or adhere your logo here**



**Submissions should be dropped off or mailed to:**

**Palo Alto Art Center**

**Logo Competition**

**Lucie Stern Community Center**

**1305 Middlefield Road, Palo Alto, 94301**

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Name

Age

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Email or phone no.

School or company affiliation