

*The*  
**HANOVER THEATRE**  
*for the Performing Arts*

Calling all designers, students and inspired community members!

**Background:** The Hanover Theatre for the Performing Arts is looking for a logo to identify our 10th year Anniversary. Over the past 10 years, we have been on a journey to reach our goal of being the finest performing arts center in New England and we are ready to celebrate starting March 14, 2018. We are seeking anyone with a creative eye and a passion for design to submit a creative, innovative and professional logo concept. Let your imagination run wild as long as it is recognizable and helps promote our organization's mission "to foster a love and appreciation for the performing arts in audiences of today and tomorrow." Please read below for more details regarding logo design, contest rules & submission requirements.

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

1. Submitted by email to [Ads@thehanovertheatre.org](mailto:Ads@thehanovertheatre.org) by December 21, 2017.
2. The email must include the name, age, postal address, phone number and email address of the contestant.
3. The entries must be submitted as a scalable vector graphic in EPS format, and also as a JPG at 300 dpi or higher.
4. This logo may be featured on our website, our social media platforms and other printed mediums throughout our anniversary year. As a result, while we want the logo to be eye-catching, it must still be legible.
5. No more than 3 entries may be submitted by any one contestant.
6. There is no fee to enter the contest.
7. The logo needs to include the words **Celebrating 10 Years**.
8. "Reach for the Stars" is our 10th Anniversary theme and should be incorporated into the design.

**Color:** There are no limitations and any colors may be used. Keep in mind the colors used on historic theatres (rich, warm colors and tones of gold) and that our palette includes PMS 142. If colors are used, they must be CMYK, no spot colors. Please note logo must look good in color (if any) and in black/white and in a reverse format. The logo will be used online, in print and on merchandise. Flexibility is a key requirement, including the need to resize easily. The final version of the logo will need to be suitable for high quality printing.

**Integrity:** Logos cannot contain copyrighted material. Logos must be created and edited by the contestant. Logos may not include licensed or previously published images. Design concepts must be easily reproducible and scalable for large and small formatting.

**Contest Details:** Winner will be selected by a panel at The Hanover Theatre. Contestants agree that The Hanover Theatre may publish their logo and name and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to The Hanover Theatre. Additionally, The Hanover Theatre may alter, modify or revise the logo as it sees necessary to achieve the goals of the organization. The Hanover Theatre reserves the right to not select a winner if, in its sole discretion, no suitable entries are received. Winner will be notified in early January by direct contact and/or the winner's email account. The winner will be recognized in our spring edition of the *Behind The Scenes* Magazine, via our website, social media websites and in a press release. The winner will be invited to the public unveiling of the logo at our 10th Anniversary birthday party in March.

**Prize:** Contest winner will receive a prize valued at over \$1,000 which includes a \$200 Visa gift card, a \$300 gift certificate to use at the theatre, 4 VIP passes and tickets (\$360 value) to see an opening night performance of an upcoming Broadway show (of your choice), a friend level membership to the theatre (\$75 value), 4 tickets to the Laurel and Hardy Silent Movies in May (\$80 value) . . . and of course, bragging rights!

*Broadway, Music & More*

2 Southbridge Street • Worcester, MA 01608 • [TheHanoverTheatre.org](http://TheHanoverTheatre.org)