



What is the assignment?

At the core, the task is to create an awesome new logo for the Venice Neighborhood Council.

Our mission as an organization is to improve the quality of life in Venice by building community and to secure support from the City of Los Angeles for the resources needed to achieve our goals.

For the purposes of the logo, however, we will focus on the first part; improving the quality of life in Venice by building community.

Thought starters

Think about the following questions when creating an idea for the new logo:

- ◆ What does community mean to you?
 - ◆ What does Venice mean to you?
 - ◆ What do you think is the one stand-out thing about Venice?
 - ◆ If you were a tourist visiting Venice, what would you tell your friends back home about our community?
 - ◆ What do you think makes Venice different than other Los Angeles neighborhoods?
 - ◆ What single idea would you want to communicate about Venice?
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Deliverables

REQUIREMENTS:

- ✓ Must be adaptable to both Black & White (B/W) and full color. One to two colors at most is preferable.
 - ✓ Must have the name Venice Neighborhood Council in the logo.
 - ✓ Must be adaptable to a FB profile picture size, as well as Instagram & Twitter. Here are the sizes for reference:
 - ➔ FB profile picture: 320 pixels wide & 320 pixels tall
 - ➔ Instagram profile picture: 110 x 110 pixels - maintain aspects 1:1
 - ➔ Twitter profile picture: 400 x 400 pixels
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Who do we want to engage?

Our target audience is anyone who lives, works and owns property in Venice. Basically, anyone who is a stakeholder in Venice. Therefore, the net is wide; there are young and old and everything in-between, families, single people, homeless and housed neighbors. We want our logo to try to encompass the unique diversity that IS Venice, and what makes us so special. This is historically one of the most interesting neighborhoods in Los Angeles, where

artists like Charlie Chaplin, Jim Morrison, Dennis Hopper and all the street artists, local musicians of today that live in our neighborhood, stroll the boardwalk, and live on our streets. What image can capture the drumbeat of Venice that visitors from all over the world instantly hear, and resonate with?

What else does the VNC do for the community?

The VNC does a ton of stuff for the community! Besides acting as a voice to our Los Angeles city councilperson Mike Bonin on behalf of our neighborhood, we support many local community projects like the Annual Venice BBQ & Picnic, support local charity organizations with outreach and other resources, support local businesses and homeowners by advocating for their various needs when and where we can, and where it's appropriate.

Check out some of the things we do & support here:

- Green Venice Festival
 - Abbot Kinney Festival
 - Family Holiday Festival
 - Venice Holiday Sign Lighting
 - Townhalls, bi-monthly, on interesting topics like: Venice Cityhood, Emergency Preparedness, and more
 - Venice Art Crawl
 - School & Community Gardens
 - Neighborhood Beautification & Clean-up
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How do I submit my design, and what do I get?

You get the glory of seeing your logo EVERYWHERE in Venice, pointing to it and saying, "hey, I helped out my community and I designed that!" ☺

ALSO, you will get a fun package of donated goodies from local businesses....a surprise awaits you.

To submit:

- Email your design, name, and a sentence about yourself and your design to: logocontest@venicenc.org
- We will upload your design to our VNC website.
- The public will vote on the 10 best designs.
- A special VNC Logo Committee will then narrow those 10 down to the 3 best designs.
- The VNC Board will then vote at the May Board Meeting on which logo will be the winner!

Important dates:

- All design submissions are due APRIL 15th, 2018 (like your taxes)!
- Online voting opens APRIL 15th, and goes through APRIL 30th
- The special VNC Logo Committee will decide the final round between MAY 1st – MAY 7th
- The final 3 logos go to the AdCom Committee meeting on MAY 8 to go on the May Board Meeting Agenda.
- Final logo is voted on at the May 15th VNC Board Meeting.

Any questions? Email the Outreach Chairperson at: hollie.stenson@venicenc.org