

SCV FAMILY OF WATER SUPPLIERS CALL FOR SUBMISSIONS*



Background

The Santa Clarita Valley Family of Water Suppliers consists of the Castaic Lake Water Agency, Los Angeles County Waterworks District No. 36, Newhall County Water District, Santa Clarita Water Division, and the Valencia Water Company.

Together with the Suppliers, the City of Santa Clarita and Los Angeles County are members of the Santa Clarita Water Committee and are all committed to reducing water use in the valley in order to create a more sustainable environment for the future.

The "Family" is looking to improve their logo and create true brand recognition. Not that our current logo is bad, we just want to bring up to speed with help of your creative minds! Please submit **1 or 2 full color** logo designs. If you submit two logos, this will give you the opportunity to go conservative for one and really stick your neck out with something edgy or modern for another. Please include black and white/grayscale renditions as well; color contrast will be important for B&W printing needs. That's a **maximum of 4 files** to be emailed to the address below. Some ideas to keep in mind - water, family and community. Keep it simple but be creative!

Logo **must** include the following text:

SCV Family of Water Suppliers

(Please do not spell out "Santa Clarita Valley" like the current version)

Criteria

- Design must be original, designed 100% by you
- No copyright/trademark infringement
- Graphic designs only please, no drawings
- Logo **must include text**, SCV Family of Water Suppliers
- File types JPEG or PDF only
- Total file(s) size limit for all 4 submissions (one email) – **15 MB**
- **Limit - One, (1) email per student**
- Final version only, shall be high resolution for print quality
- Include a copy of your current school photo ID with submission
- Successful candidate surrenders all rights to artwork for reproduction and use by the SCV Family of Water Suppliers

**Artist must be currently enrolled in COC, CalArts or Masters College. Proof of current school registration required. Enrollment status will be verified before award.*

Submissions are **DUE BY 4:00 pm January 9, 2012**

Please send your submissions to:

scvwaterlogo@santa-clarita.com

THINK YOU CAN DESIGN A BETTER LOGO THAN THIS?

WE ARE OFFERING **\$2500**
AS AN INCENTIVE,
NO JOKE!

WE NEED A NEW LOGO, YOU
COULD USE THE DOUGH!!

- **\$2500** paid for selected design!
- Selected design will be our new logo!
- Logo will be used for print and website
- Multiple media exposures
- Bragging rights!
- Great addition to your portfolio
- Local recognition
- Visit our site, www.scvh2o.org for inspiration
- ?'s - Contact Jason La Riva @ 661-286-4093