

# Garden of Fire Logo Contest

## Design a logo for the *Garden of Fire* summer program!

The winning logo will be featured on all *Garden of Fire* marketing material and will be used to promote the summer program. It will be posted on the *Garden of Fire* website and may be used in other ways.

## Who can submit a logo design?

Any youth attending one of the following youth centers:

- Addison Youth Center
- Corning Youth Center
- Hornell Area Concern for Youth
- Corning Salvation Army

**Submission Deadline: Wednesday, February 18, 2015**

## What is the *Garden of Fire*?

The *Garden of Fire* is a unique summer program aimed to provide a meaningful experience for students by integrating science, art and gardening into a series of hands-on workshops. The summer series incorporates workshops on nature, nutrition and ceramics, highlighting the connection to fire, the sun, and light. It uses the symbology of gardens, nature and fire to better understand our own emotional well-being. Participants are involved in the maintenance of community gardens located on or near their Youth Center sites. There is emphasis on connecting all the elements of the program, linking the art projects to the gardens, the drumming to emotions and the rhythms of life and the science to food and cycles of growth. The program addresses the importance of understanding where our food comes from and honoring the Earth in a variety of ways.

## What are we looking for?

- One image per a person
- Must include the words: Garden of Fire
- Size requirements: - no larger than 8 ½ x 11 inches and no smaller than 6 x 6 inches
- Image requirements: JPEG or PDG format, 300 dpi and/or 2550 x 3300 pixels

## Tips on creating a presentable logo:

- Use bold colors
- Fully color in your design

- Limit details
- Clear lines and shapes
- Plan your design – sketch out your ideas! Sometimes it takes 3-4 tries to make something that you like.

**Try to include these elements of design. You are not required to use these design guidelines, but be mindful as they are meant for inspiration:**

- Major themes to consider:
  - Imagination
  - Gardening
  - The natural world and the elements (Earth, fire, air and water)
  - The blending of science and art
  - Life cycles related to nature and inner growth
- Circular shape
- Use the text “Garden of Fire” to shape your design
- We encourage you to use any medium such as paint, pencils, charcoal, markers, ink, collage etc.
- Think about limiting your design to 2 – 4 colors
- Use the Garden of Fire story as inspiration (separate document)
  - After reading the story, what images come to mind?
- Look at the sample logos to brainstorm ideas (separate document)

### **How to submit your logo design?**

Your design will need to be scanned before entering it electronically.

- Completed scanned design requirements: file should be 300 dpi and in either JPEG or PDF format

**Final designs can be submitted HERE.**

<https://earts.submittable.com/submit/00fe0351-d02b-47cb-8be0-eb761a6ad240>

Final selected logo is subject to minor modifications in the selection process. The winner will be chosen by representatives from all collaborating organizations and youth centers.

Organizations: The Rockwell Museum, 171 Cedar Arts Center, CareFirst, Tanglewood Nature Center and The ARTS Council of the Southern Finger Lakes

Youth centers: Addison Youth Center, Corning Youth Center, Hornell Area Concern for Youth and Corning Salvation Army