

Introducing the Hellertown Historical Society Logo Contest

Purpose

Hellertown Historical Society has decided to pursue a new logo to better exemplify our organization and identify the commitment to our mission.

Who We Are

Hellertown Historical Society is a non-profit 501c3 community organization founded in 1981 that uses educational opportunities to define the Borough of Hellertown's rich history and heritage. This is done through the procurement, protection and presentation of various items within our archive collection. This collection varies from actual items, photographs, legal documents, books, news articles, and so much more. Much of our collection is on display in our museum within the second floor of the historic Heller-Wagner Grist Mill at 150 West Walnut Street, Hellertown, PA 18055. The items on display are rotated periodically to allow variations and opportunities to view all collectibles and provide diversity to the exhibit. The Hellertown Historical Society operates from their business office in the Millers House at the Heller-Wagner Grist Mill site. This site consists of the Grist Mill, nearby Millers House, a stone out-building known as the Wash House, a large pond, the mill raceway and an abundance of scenic green area and is leased from the Borough of Hellertown. Across Walnut Street, the society also owns the pole barn and the historic c1860 wrought-cast iron pedestrian bridge spanning the mill raceway. The society also owns Hellertown's first jail house which is located on Laubach Street (Alley) to the rear of 631 Main Street. The nearby recreational Saucon Rail Trail provides convenient access to our Grist Mill site.

Background



During the early existence of the Hellertown Historical Society, a logo contest was held to design a logo for the newly formed organization. The winning entry was an image depicting the Liberty Bell in a flatbed wagon. This image appears above. Although this was embraced at that time, this does not represent the role our organization portrays as we pursue our mission. It also has very little connection to Hellertown's vast history other than the fact that the Liberty Bell did pass through Hellertown in 1777 on the way to Allentown for safe keeping from the British troops during the Revolution for Independence. However, Hellertown's history comprises of much more than this one event and therefore we seek a logo that encompasses all that the Society does to exemplify this history.

Eligibility

All artists, young or old, amateur or professional, are eligible and encouraged to design and submit a logo which further identifies Hellertown Historical Society as a fundamental community organization that educates the public about Hellertown's rich history and heritage. The winning logo will be used on all correspondence, including letterhead, email messaging, business cards, advertisements, signs, pamphlets, info media, social media, websites, apparel, promotional items and more. There are a few criteria and rules that should be observed when designing the logo. Please review these below. By entering, contestants agree to be bound by the contest rules and

guidelines. Violations of any of the guidelines or failure to follow directions as outlined may eliminate a contestant's eligibility.

Contest Guidelines

- The base or theme colors shall be tan/cream and burgundy, samples of these with RGB and Hex numbers are provided below, although other colors are permitted to further enhance the image(s).



Tan/Cream
R=247 G=229 B=203
Hex #F7E5CB



Burgundy
R=119 G=56 B=50
Hex #773832

- The use of our acronym, "HHS", is permitted, however the full name of our organization "Hellertown Historical Society" must appear.
- Use of any or all the buildings/structures mentioned in "Who We Are" above is permitted should a designer feel compelled to include them in some capacity.
- The quality should be visually appealing, well-crafted and meeting the vision and identity of Hellertown Historical Society. The image shall have longevity with a timeless design despite changing design trends and it should stand-out from other logos.
- Usability of the winning design shall be easy to use, resize, manipulate and reproduce for all purposes. It should be visually appealing in full color, black and white or monochrome and small or large scales.
- Detail and color choices should be considered as far as costs for reproduction – more detail and color use, requires higher reproduction costs for some applications such as embroidery or screen printing.
- Entries must be the designer's original artwork and not plagiarized. Premade or art from programs such as Illustrator are not permitted. The use of artificial intelligence (AI) to generate any part of the submission is not permitted and entries determined be created using AI will be rejected. Entries must be hand-drawn or created using vector graphics software, for example, Adobe Illustrator. Contestants must certify their submission doesn't violate copyright or infringement on third-party rights. Contestants may submit multiple entries, if so desired, however each entry must be submitted separately.
- Participants must submit a brief explanation of their design concept, including their inspiration, symbolism and specific elements used.
- Submissions must be full-color JPEG files. Please have the submitted image displayed on a white background. However, the image must also be available using a transparent background for other purposes.
- The winning design must be available on digital media in the following file formats – JPG/JPEG, PNG, TIFF, PDF, PSD. The winning design shall also be available in scalable vector graphics format (SVG) and encapsulated PostScript (EPS) for quality reproduction purposes in both online documentation and

printing. Contestants shall proofread their entry before submission – typos and errors will be immediately disqualified.

- Submissions must include full contact information - the designer's full name, full mailing address, phone number(s) and email address.
- The contest begins immediately upon posting of these guidelines. Submissions may be sent to Hellertown Historical Society's office located at 150 West Walnut Street, Hellertown, PA 18055. They may also be sent via email to contest@hellertownhistoricalsociety.org. Deadline for submissions is midnight ET on November 16, 2024. Late submissions will not be considered. All entries become the property of the Hellertown Historical Society.
- Judging will be performed by three members of Hellertown Historical Society and two prominent volunteer judges from the immediate community in December 2024. The winning submission will be announced on or around December 15, 2024. Entries will be judged on visual appeal, quality of design, ease of reproduction and originality corresponding to the criteria stated above. The decision of the judges is final and no further correspondence regarding that decision will be accepted.

Contest End-Winning Image

The winner selected by the judges will receive a \$500.00 cash prize. There will be honorable mentions for the second and third place entries, but no prizes will be issued for those places. The winning entry will be formally adopted as the new Hellertown Historical Society logo and begin use January 1, 2025. The winning artist will be featured and recognized on Hellertown Historical Society's social media and website as well as local media publications. The winning artwork becomes the property of the Hellertown Historical Society. The creator relinquishes all rights to the image once the contest ends. Hellertown Historical Society will credit the winning artist as the creator of the image. If the winner is later determined to have violated any of the contest rules, he/she will be required to forfeit or return the prize, even if the determination of a violation is made after the prize has been awarded.

Disclaimer

Hellertown Historical Society is not responsible for lost, late, misdirected, incomplete, illegible or otherwise unusable entries, including entries that are lost or unusable due to computer, internet or other electronic technological issues. Hellertown Historical Society is not liable, for the purpose of winner notification and delivery, in the event the contest winner has provided incorrect, outdated or otherwise invalid contact information.