



## Ivanhoe Village Banner Redesign – Call for Submissions

Ivanhoe Village, a Main Street District just north of Downtown Orlando, is redesigning its light pole street banners and invites artists of **all ages** to submit their design concepts! Submitted design concepts will be reviewed by a judging panel, which will select a winning entry based on the following criteria:

- Quality and effectiveness of the design concept; and
- Degree to which the design concept reflects the preferred thematic elements.

The artist of the winning design concept will be awarded a **\$200** stipend, and their artwork will serve as inspiration for the street banners that will be displayed throughout the community!

In developing their design concepts, artists should consider the following preferred thematic elements:

1. Representation of local culture, history and heritage.
2. Representation of natural landmarks within the area.
3. Use of bold, contrasting colors; and
4. Avoid designs which are too busy or are ultra-detailed; designs should be able to be conveyed at a distance.
5. Representation of Ivanhoe Village's branding and colors is encouraged but not required. (See Exhibit B for information of our current Branding).

All submissions must include the following:

1. **Exhibit C: Artist Release Form**; and
2. Design concept which can be submitted in hard copy by using the **Exhibit D: Street Banner Design Template**; or digitally with the drawing to be completed at a scale of 60" high by 24" wide.

Submissions may be emailed to <mailto:director@ivanhoevillage.org> with '**Street Banners**' noted in the subject line, until **4:30 pm** on **March 01, 2025**. Winning designs may be modified by a graphic designer to ensure that the design is banner-ready.

### **DATES AND SCHEDULE**

Contest Opens **January 14, 2025**.

Submission Deadline: **March 1, 2025**

Artist Selection and Notification: **March 29, 2025**



## **Exhibit B: IVANHOE VILLAGE'S BRAND IDENTITY**

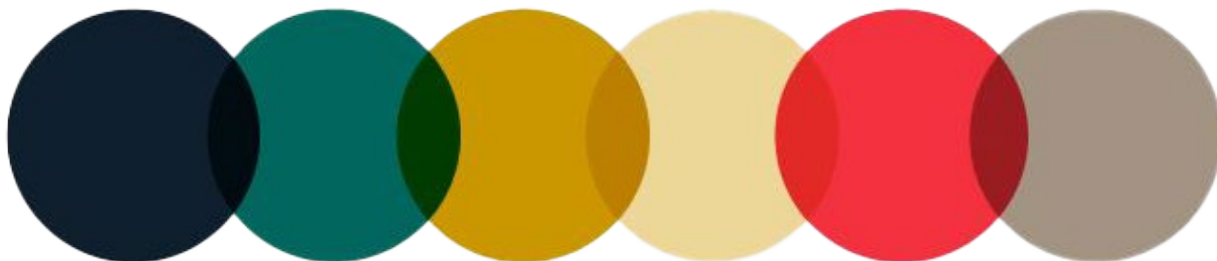
To assist with your design, we are providing the artist with a description of the logo and the current color palette supporting our brand identity. As mentioned in the introduction, incorporating Ivanhoe Village's branding and colors is encouraged but not required.

### **BEHIND THE LOGO:**



### **BEHIND THE COLORS:**

For the colors, we envision striking tones that are inspired by the water of Lake Ivanhoe, our electrifying sunsets, our eclectic experiences, built environment, and undeniable vintage vibe. We also seek to forge a logo mark without color boundaries, allowing it to work as a single-color mark in any hue.





## **Exhibit C: ARTIST RELEASE FORM**

By signing below, I, \_\_\_\_\_ (“the Artist”), hereby acknowledge and confirm the following:

- 1) I am the sole owner of the artwork submitted to Ivanhoe Village through the *Ivanhoe Village Banner Redesign – Call for Submissions* (“the Artwork”) and hereby authorize Ivanhoe Village to use the Artwork for the purposes of a street banner design, which may be promoted through the district’s website and social media. Ivanhoe Village will provide the Artist with a credit when announcing the banner design.
- 2) Ivanhoe Village has the right to alter, edit, modify, adapt, reproduce and illustrate the Artwork for the purposes of a street banner design, and the Artist has no right to approve the finished street banner design.
- 3) Ivanhoe Village is not obliged to select any proposals received through the *Ivanhoe Village Banner Redesign – Call for Submissions*.
- 4) Ivanhoe Village will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the Artist as a result of or arising out submitting a proposal, or due to the district’s acceptance or non-acceptance of the Artist’s proposal, or arising out of any contract award not made in accordance with the express or implied terms of the *Ivanhoe Village Banner Redesign – Call for Submissions*.

Artist Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_



Exhibit D:  
***Ivanhoe Village Banner Redesign -  
Design Template***

**Artist Information**

Artist Name:

Phone:

Email:

Signature:

\_\_\_\_\_

**TITLE:**

\_\_\_\_\_

\_\_\_\_\_

**DESCRIPTION:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**NOTE:**

Artists should consider the following preferred thematic elements:

- Representation of local culture, history and heritage;
- Representation of natural landmarks within the area;
- Use of bold, contrasting colors.
- Avoid designs which are too busy or are ultra-detailed; designs should be able to be conveyed at a distance.
- Up to (3) three designs may be submitted

A large, empty rectangular area intended for the banner design. It is enclosed in a thin black border. Two horizontal dashed lines are positioned near the top and bottom edges of the rectangle, likely indicating where the banner will be attached to a surface.

60”h

24”w