



**Branding Competition**  
**to**  
**Re-Brand, Re-Launch, and Position**  
**Columbia Town Center Community Association**

**Responses Due: December 27, 2021**

[Community Website](#)

## ***Introduction***

**Columbia Town Center Community Association** is launching a branding competition open to both students at high schools, colleges, universities, and the general public, including design firms. The purpose is to give **a new identify and image** to one of Columbia’s villages that is in the heart of Town Center. The residential community includes more than 3,200 units (single family, apartment, condo/townhome, multi-family) and a population of 6,000. The new branding will include creation of a new logo, new core stationary template and new digital (online) template for websites and/or social media.

## ***Background***

Town Center is one of the ten villages of Columbia, Maryland. In the heart of Columbia, Town Center’s residents enjoy living in an urban community in a suburban setting with proximity to all Columbia amenities, attractions, and cultural activities. Seven neighborhoods, Amesbury Hill, Banneker, Creighton’s Run, Crescent, Lakefront, Vantage Point, and Warfield are dispersed throughout Columbia’s Downtown. Our offices are in [Historic Oakland](#), which is one of the most beautiful historic buildings in all of Howard County. Our Federalist mansion is in a peaceful wooded area that is the perfect setting for weddings, meetings, and all special occasions.

[More details can be found at columbiatowncenter.org.](#)

## ***Current Branding***

*Logos: Color, Greyscale and Black and White*



**Current Letterhead:**



Town Center Community Association

**BOARD OF DIRECTORS**  
Kevin Fitzgerald  
Lynn Fozzreale  
Joel Bralda  
Dean Dworkin  
Jamison Hibbard  
Clara Fino

**COMMUNITY COUNCIL**  
Lin Eagan

|

5430 Vantage Point Road, Columbia, MD 21044 [w ColumbiaTownCenter.org](http://www.ColumbiaTownCenter.org)  
P 410.730.4744 F 410.730.1822 E [VillageManager@ColumbiaTownCenter.org](mailto:VillageManager@ColumbiaTownCenter.org)

**Branding Direction for Competition**

The new logo and designs must achieve the following:

- In some way reflect the diversity of Columbia and the character of the Village called Town Center.

- Stand the test of time creatively either in terms of image, design, font selection and/or overall graphic design elements (not be outdated in five (5) years).
- Logo/design/branding must work creatively in all formats/media: Social media platforms (Twitter, Facebook, Tik Tok, etc.), flyers, newsletters, websites, posters.

### ***Branding Competition Deadlines, Eligibility Requirements, and Information***

1. **Winning designer or design team: \$500.00**
2. **Runner-up designer or design team: \$200.00**
3. **Submissions Due: December 27, 2021; 5:00 PM EST**
4. **Four Finalists Selected Week of January 10 and Notified in Advance**
5. **Presentations by Four Finalists to Town Center Board of Directors (optional): January 12, 2022 (7:00PM)**
  - **Via Zoom and/or in-person depending on County guidelines regarding COVID.**
6. **Terms and Conditions: must meet all requirements outlined below.**

### ***Submission of Designs Due on December 27, at 5:00 PM EST***

All submissions should follow the general format outlined below. All requested information must be supplied in a proposal packet sent via file sharing service (digital submission) and received by **December 27, 2021; 5:00 PM EST with the CONTEST OFFICIAL ENTRY FORM** and with any accompanying notes/documents

**Recommended Way of Submitting**: Send a link to the email address below from your **file hosting service** such as Dropbox so that the review team can download your submission with **CONTEST OFFICIAL ENTRY FORM**.

Email questions to:

[Villagemanager@columbiatowncenter.org](mailto:Villagemanager@columbiatowncenter.org)

## What Must Be Included in The Design Submission

1. Very brief two hundred words or less description of what your recommended branding identity is, why you selected it and how it will achieve the branding direction listed above.
2. **Primary Logo Design in two sizes/formats (1 must be EPS and other can be JPEG or TIFF):**
  - a. Minimum 300 DPI (we can always reduce file sizes for various online and print uses)
  - b. EPS Vector File at 5MB or higher size
  - c. JPEG or TIFF at 500KB or higher size
  - d. Specify colors, font type, size in your Style Guide (**example from a Brand Book**):

### Logo Color

One standard color has been selected for use with the CenterPoint logo: CNT Blue.

- + Spot Color: **PMS 288**
- + Four Color Process: **CMYK: 100.89.21.8.**
- + Screens and Web: **RGB: 30.55.108**

3. **Alternate Logo Design in two sizes/formats (1 must be EPS and other can be JPEG or TIFF):**
  - a. EPS Vector File at 5MB or higher size
  - b. JPEG or TIFF at 500KB or higher size
  - c. Minimum 300 DPI
  - d. Specify colors, font type, size in your Style Guide (**example from a Brand Book**):

### Alternate Logos

Whenever possible, the logo should be produced in the CNT Blue Pantone spot color, however different applications may call for different color profiles. If the logo appears on a dark color or needs to be simplified in black and white, please use one of the options provided.

*Note: the shield should never be a different color from the logotype.*

#### Reverse

When the CenterPoint logo is being placed on a color or black background, the reverse (white) logo is recommended.

#### Black

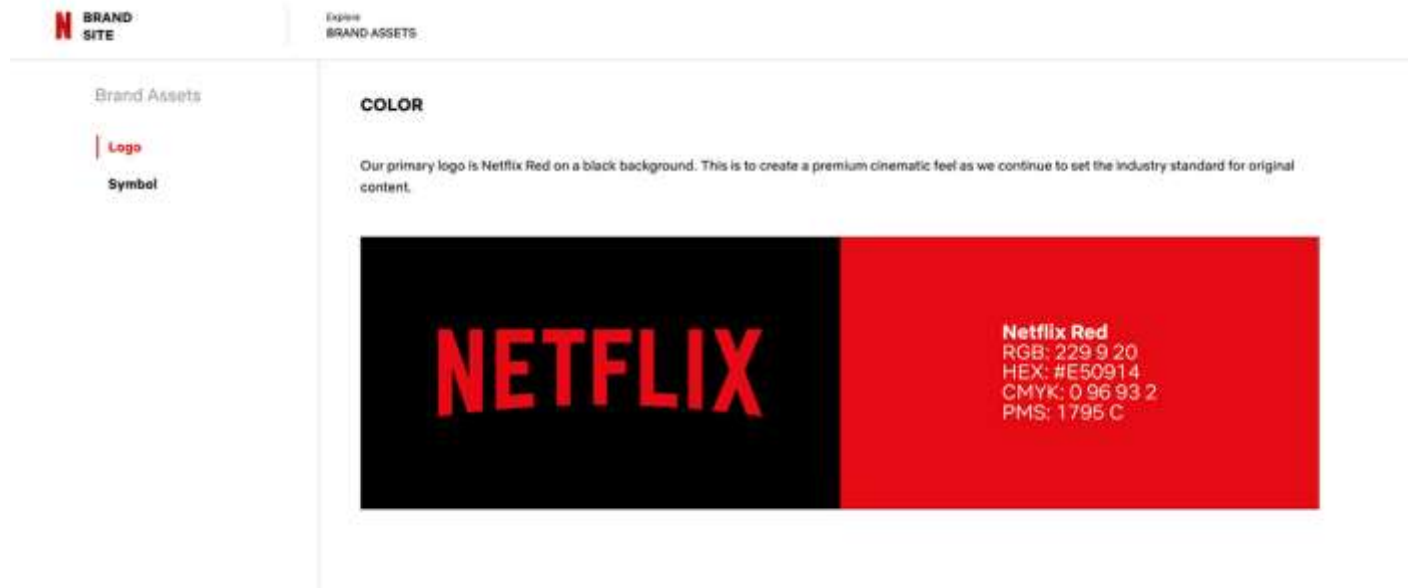
When the CenterPoint logo is being used in a one-color space, use the black logo.

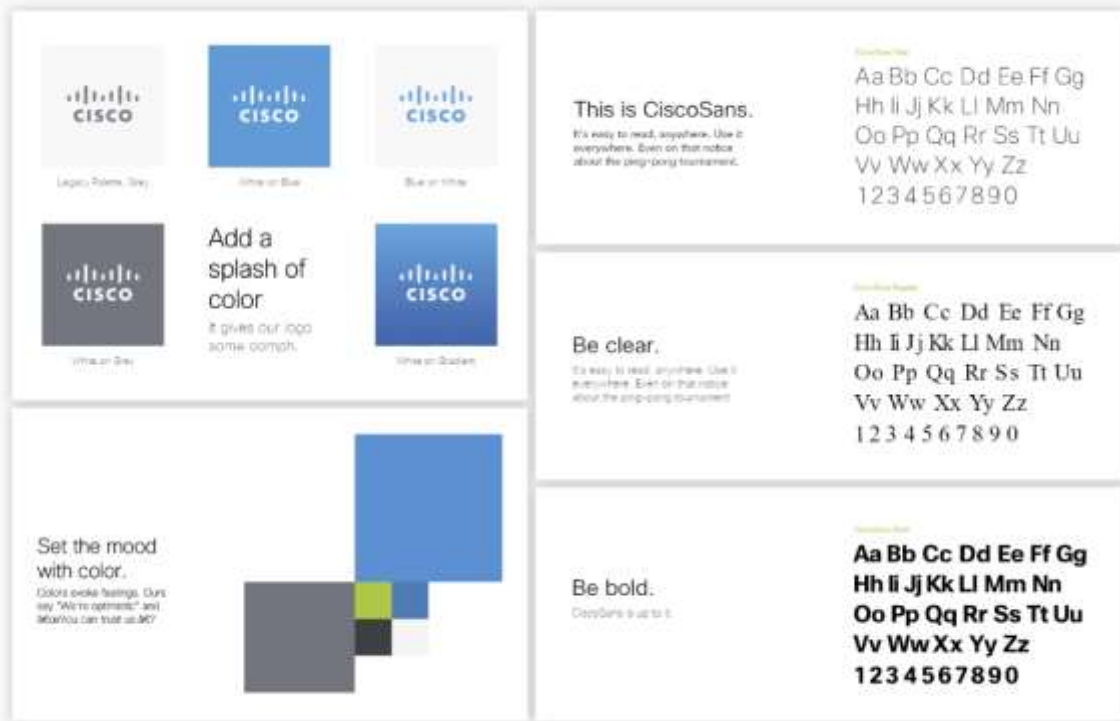
#### Grayscale

In some situations, the CenterPoint logo may need to be grayscale. If the reverse or black logos don't work, use the grayscale application.



4. One stationery design template to use for all external documents. Sample of existing stationery provided above.
5. One- or Two-Page Style Guide with the Actual Digital Assets (examples below):





**All Designers/Design Teams:**

All submissions of original content agree to transfer copyright and IP ownership of the logo, design, and all graphic elements to the Town Center Community Association if they are selected as a FINALIST for the presentation and must sign a document indicating such.

### ***In-Person or Virtual Zoom Presentation***

- The in-person (**OPTIONAL**) presentations will be held on January 10, 2022, at 7:00 PM via Zoom and/or in-person depending on County guidelines regarding COVID.
- Each design or design team will be allocated up to 10 minutes for the in-person presentation, including a question-and-answer period.

***About Us:*** **Columbia Town Center Residential Community Association** is a 501 (c)(4) non-profit organization whose mission is:

To encourage and support the highest quality of life possible in our community, by promoting responsibility and engagement, creating unity and a sense of community throughout our neighborhoods, fostering a sense of security, advocating for the interests of Town Center, and cultivating appreciation for the uniqueness of Town Center, an urban community in a suburban setting



# Rules

## **Town Center Mission Statement**

The mission of the Columbia Town Center Residential Community Association is to encourage and support the highest quality of life possible in our community, by promoting responsibility and good citizenship, creating unity and a sense of community throughout its six neighborhoods, fostering a sense of security, and cultivating an appreciation for the uniqueness of Town Center, an urban community in a suburban setting.

### **1. Eligibility**

The Town Center Community Association logo and branding contest (Contest) is open to legal residents and artists of Howard County who are at least 18 years old at the time of entry as well as design/advertising companies located in or out of the area. Employees of Town Center Community Association and their families are eligible.

### **2. Sponsor**

The Contest is sponsored by the Town Center Community Association (Sponsor). Contact information:

Lyn Locke, Village Manager

5430 Vantage Point Road, Columbia, MD 21044

[villagemanager@columbiatowncenter.org](mailto:villagemanager@columbiatowncenter.org)

410-730-4744 phone

[www.columbiatowncenter.org](http://www.columbiatowncenter.org)

### **3. Agreement to Official Rules**

Participation in the Contest constitutes entrant's full and unconditional agreement to and acceptance of these official Contest rules and the decisions of the sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Contest rules and fulfilling all other requirements set forth herein.

### **4. Contest Period**

The deadline for submission of Contest entries is December 27, 2021, at 5:00PM EST. Entries that are submitted after the Contest deadline will be disqualified.

### **5. How To Enter**

Contest submissions will be accepted for the duration of the Contest as follows:

- The logo should not be bigger than 2 inches x 2 inches.
- The logo should be scalable.
- The logo may be any shape.
- The logo may but does not need to include the words "Columbia Town Center."
- Logo submissions must include both a color and a grayscale version in a preferred minimum 300 dpi high resolution JPEG or TIFF format AND one EPS format.

- Logo must be used in a letterhead design and presented as noted in the example above.
- Logo/branding must include a one- or two-page style guide showing the specifications of what you are recommending.
- Logo/branding submissions must be received electronically by the Contest deadline **via Drop Box or other file sharing service**, December 27, 2021.
- **An original copy of the Contest's Official Entry Form** must be submitted by the Contest deadline, December 27, 2021.

Submit your logo design electronically via drop box or other file sharing service to [villagemanager@columbiatowncenter.org](mailto:villagemanager@columbiatowncenter.org). Mail or deliver the completed Contest Official Entry Form to:

Lyn Locke  
Town Center Community Association  
5430 Vantage Point Road  
Columbia, MD 21044

#### **6. Winner Notification**

The Sponsor will select finalists from among all eligible entries received. Town Center Village residents will vote from among finalists from January 1, 2022, to January 10, 2022, with the final selection determined by the Town Center Village Board. The Sponsor will attempt to notify the potential winner via telephone and email on or about January 15, 2022. Winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, the prize will be awarded to another entrant as determined by the Sponsor.

#### **7. Prizes**

The winner of the Contest will receive a prize of \$500.00 and acknowledgement on the Town Center Community Association website. The runner-up will receive \$200.00.

#### **8. General Conditions**

All logo Contest submissions become the property of the Town Center Community Association. In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by the Sponsor in its sole discretion, the Sponsor may either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Contest.

#### **9. Release & Limitations of Liability**

By participating in the Contest, entrants agree to release all rights to the submitted logos to the Town Center Community Association. The Town Center Community Association will be free to use the logos in any and all electronic and print publications at its discretion and without reservation and fully own all design submitted.

# OFFICIAL CONTEST ENTRY FORM

## TOWN CENTER COMMUNITY ASSOCIATION LOGO CONTEST

### OFFICIAL ENTRY FORM

#### CONTESTANT INFORMATION

Name:

Current Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

You must be 18 years of age or older to enter this contest.

I am 18 years of age or older:     yes     no

By participating in the contest, I agree to release all rights to the logos/designs I submit for this contest to the Town Center Community Association. The Town Center Community Association will be free to use the logos and designs in all digital/electronic formats, channels, media, publications as needed.

yes     no

I authorize the verification of the information provided in this form. I have read and agree to the contest rules.

yes     no

#### SIGNATURE

Signature of Contestant (Must be an original signature):

Date:

**(Print Form/Sign/Submit with Entry)**