



# Arlington County Fair Design Contest

## 2024 Guidelines

### Eligibility/Entry

There is no entry fee to submit a design. All entrants must reside in Arlington County, Joint Base Myer-Henderson Hall, the City of Alexandria, and the City of Falls Church, or be students who attend schools in Arlington County, the City of Alexandria, and the City of Falls Church.

Only one (1) design submission is allowed per person. If you are under 18, your design must be submitted by a parent or guardian on your behalf.

### Rules and Guidelines

1. Entries will only be accepted from residents of Arlington County, Joint Base Myer-Henderson Hall, the City of Alexandria, and the City of Falls Church, and students who attend schools in Arlington County, the City of Alexandria, and the City of Falls Church.
2. All designs must be original creations of the contestant, and the theme must be incorporated into the design. Submissions must not have been previously published and must not contain profanity, trademarks, other organization's logos, or any copyrighted works of any other person or business.
3. The design contest will run throughout May. Designs must be submitted in .pdf format by 11:59 p.m. (ET) on May 31, 2024.
4. Designs can be created in Adobe (InDesign, Illustrator, Photoshop), Canva, hand-drawn, or through other mediums as long as they are original and meet the dimensions specifications in the required design components section.
5. By entering your design into the ACF design contest, you agree to allow ACF to use your design free of charge for any and all printing and promotional purposes.
6. The contest winner must agree to submit a high-resolution art file within 7 days of notification and agree to work with the ACF graphic design team if slight changes/modifications are necessary for production. If not, an alternate winner may be chosen due to meet the ACF production deadlines.



7. By submitting an entry, you are agreeing to all contest rules. If you have any questions, please email [marketing@arlingtoncountyfair.us](mailto:marketing@arlingtoncountyfair.us).
8. All submissions must be emailed to [marketing@arlingtoncountyfair.us](mailto:marketing@arlingtoncountyfair.us) with the subject line “2024 ACF Design Contest Submission” + the first and last name of the person submitting.

## Prize

The winner of the design contest will be featured in the ACF program. They will also win a free 2024 ACF t-shirt and a commemorative pint glass.

## Required Design Components

The winning design will be placed on the cover of the Arlington County Fair’s program and may be used in additional promotional materials during the fair year.

- The design theme must include the year 2024, the words “Arlington County Fair” (use of the full ACF logo qualifies), and should capture the spirit of this year’s theme “Kaleidoscope of Fun.”
- The artwork must be submitted digitally and be:
  - High Resolution: 300 DPI, for print quality.
  - Dimensions: 8.5” x 10” (portrait layout, standard page size).
  - Format: PDF.
  - Original artwork — no cut and paste from other sources.
- ACF Logo: Participants are welcome to include the ACF logo in their design. Click here for the official [white](#), [black](#), or [color](#) logo. Our [style guide](#) provides more information on usage.
- Typefaces: Participants may use any typeface in their design. We encourage you to align with a similar typeface to the fair’s selected Burford decorative sans serif typeface.
- Design Software: If using software, designs must be created in platforms such as Adobe (InDesign, Illustrator, Photoshop) or Canva. (Designs created using design websites like Bonfire, CafePress, and Zazzle will NOT be accepted.)
- ACF will print the winning design on a white background. The design can be in any color. Participants are welcome to use ACF brand colors in their design (see Appendix A).



## How Winner is Selected

1. Entries will be evaluated by the Arlington County Fair Marketing Committee and will be reviewed for:
  - Concept and originality of design
  - Visibility from a reasonable distance
  - Adherence to design and submission rules and guidelines
  - Adherence to ACF branding guidelines, including logo usage, colors, and typefaces
  - Successfully capturing the spirit of this year's theme "Kaleidoscope of Fun" and the overall mission of ACF
  - Totality of design and production readiness
2. The top three designs will be presented to the Arlington County Fair Board for a vote upon final review. The final winner will be announced in June. The ACF Board Chair will cast the final vote if a tiebreaker is required.

## Fine Print

Publicity and Agreement: Contest entry constitutes an agreement by the submitting designers to grant free license of all copyrights of the submitted works to the ACF in perpetuity, for publicity and promotional purposes.

Media Release: By submitting artwork, you agree that if your design wins, ACF retains first printing rights and a free license, in perpetuity, to utilize the design on promotional items, marketing, fundraising, and public relations materials. You guarantee that your design does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a Creative Commons (cc) license. Contest entrants who are not selected as the winning designer(s) retain all rights to their artwork.



## Appendix A

### Primary colors include:



#### Turquoise

CMYK: 100 0 30 0  
RGB: 0 171 189  
HEX: #00ABBD  
PMS: 2228 C



#### Sunshine

CMYK: 0 15 100 0  
RGB: 255 212 0  
HEX: #FFD400  
PMS: 109 C



#### Plum Red

CMYK: 25 100 70 15  
RGB: 167 30 64  
HEX: #A61D3F  
PMS: 1945 C



#### Raspberry

CMYK: 0 90 50 0  
RGB: 239 64 96  
HEX: #EE3F60  
PMS: 191 C



#### Strawberry

CMYK: 7 95 70 0  
RGB: 224 49 74  
HEX: #DF3149  
PMS: 1787 C

### Secondary colors include:



#### Navy

HEX: #082642



#### Dark Blue

HEX: #1D498B



#### Light Blue

HEX: #149ECB



#### Yellow

HEX: #E2DB2F