



Dana Point Festival of Whales Logo Art Contest Criteria

1. The logo art/font samples/arrangement samples below are provided only as examples of possible design arrangement. Text/font style, placement and arrangement are your choice. The designs may also be completely inside of any shape of a frame. However, the design must include text referencing the 2024 Festival (53rd Annual Dana Point Festival of Whales, March 1-3, 2024). The required text may reside anywhere on, in, above or below the design.
2. Final artwork should be a full-scale Vector file: Illustrator .eps, Illustrator .ai, Photoshop .psd and Corel Draw .cdr files are acceptable. Designs should be created in layers where applicable. PDF and .png files should also be provided.
3. Photos at a minimum resolution of 300 dpi at 100% may be included.
4. A **maximum of six colors** will be used in the final design. For graphics, Pantone solid coated colors are preferred; however, other colors used will be matched as closely as possible. For the winning design, we ask that the artist provide all PMS color values.
5. All artwork must be original creations of the contestant.
6. Artwork must include a dominant graphic representation of the California gray whale—tail/s, entire whale/s, mother and calf, etc.
7. Representations of other object/s relevant to the logo—such as the ocean, sun, boats, Dana Point Headlands and other wildlife—may be included, but are not mandatory.
8. Logo contest designs must be emailed to fow@danapointchamber.com by 11:59pm, November 15, 2023. Artists can submit more than one design for consideration.

How the Winner will be Chosen

The logo designs will be reviewed by the Festival of Whales Foundation Board and a panel of Festival event organizers, with the winning design being announced in early December.

The winning logo will appear on Festival of Whales 2024 promotional material which could include: clothing, decals, flyers, tote bags, buttons, print and digital media advertising, the official event program, event signage, press coverage including the cover of the *Dana Point Times* (official media sponsor), and more. The winner will also be invited to ride atop a classic car in the Festival parade.

Additional Awards

Grand prize:

\$750 and four pieces of event merchandise.

Second prize:

\$250, 4 Whale Watching Tickets

Third prize:

\$100, 2 Whale Watching Tickets

Fourth prize:

2 Whale Watching Tickets

Fifth prize:

Dana Point hat

Visit [the Festival of Whales website](#) for examples of past designs, as well as the history of the Festival logo.

Disclaimer:

By entering the contest, the artist agrees to allow necessary changes (not effecting the integrity of the design) that may be necessary to ensure the best presentation of the logo on merchandise, advertising, in print and online media. The artist also agrees to grant exclusive use of the design to the Festival of Whales Foundation, to participate in media coverage of the contest (interviews and photos), and (if possible) to attend various events/appearances (no more than two) during the Festival weekend.