

# Sonoma County FAIR

## 2012 SONOMA COUNTY FAIR LOGO Parameters for Providing a Quote

Sonoma County Fair is celebrating its 76<sup>th</sup> year in 2012 with an action packed schedule bringing back favorites from the past, along with lots of new twists. Over 17 fun-filled days, we offer live Horse Racing, a spectacular Hall of Flowers, Carnival, Concert Series and much more. As Sonoma County's signature event, we're looking for a logo that is memorable, versatile and timeless. Our logo must graphically convey that the Sonoma County Fair "must attend" event of the summer. We invite you to harness your creativity and become a part of Fair history by creating the logo for this community event.

Each year, Sonoma County Fair reinvents itself with a new theme. The 2012 theme for the Hall of Flowers is "Ports of Call" and the Fair theme will incorporate all things related to Cruise Ships. The official slogan has not yet been decided, but top picks will be chosen in December and submitted to you. The final slogan will be decided upon in January. The logo must incorporate the theme/slogan provided by the Fair.

The design must be flexible and easily adaptable—in terms of size and application, either in its entirety or using portions of the logo. The graphic will be used at various sizes that could range from as small as half an inch tall to poster size and across a range of reproduction methods from photocopying to silk-screen printing. The logo will be used in all print collateral, online advertising, websites, e-newsletters, daily schedules, magazine, outdoor banners, clothing items, ribbons, etc. It must reproduce equally well in black and white as in color.

While the logo will be used in its entirety in applications like the Fair's outdoor signage or on the poster/door strip, we require that the logo be designed in such a way that elements of it can be combined with other type or used separately with a consistently high level of image recognition .

The Fair dates are to be a component of the main graphic. It also would be most helpful if the font used in the logo is one that is readily available to Fair staff so its use can be customized to fit the many individual features of the Fair. **2012 Fair dates are July 25 – August 12.**

This year we are asking applicants to provide a rough conceptual design as well as an all-inclusive project fee and fees for additional services as described below. Anything that you submit is nonproprietary. However, please be assured that we recognize the intrinsic value of your design and that in no way will a design, or any portion of it, be used unless that designer is selected for the job.

If your design is selected, you can expect to become part of the Fair family for 2012. Several staff members will be interacting with you to obtain various versions and formats of your logo for different uses. You may also be asked to do other graphic design projects that may or may not include the logo.

**The opportunity to be the official designer of the 2012 Fair logo is being offered to several different firms. If you are interested, you should submit the following to the Fair by Friday, December 9 at 4 p.m.:**

1. At least one version of a full color, rough conceptual design, which includes the fair dates and at least one of the slogans provided to you in early December
2. A black and white version of your logo design

3. The all-inclusive project fee for designing the logo (please see below) and the number of revisions included in that fee
4. The hourly fee associated with any additional revisions of the logo that may be requested
5. A schedule of rates for additional services, such as logo adaptation, ad layout, development of images for the Fair's electronic sign, etc.

***(The above may be submitted to the Fair via CD, flash drive or email to [deputymanager@sonomacountyfair.com](mailto:deputymanager@sonomacountyfair.com))***

The all-inclusive logo design project includes:

1. Full color 8 x 11" image
2. Black and white 8 x 11" image
3. Full color 1.5 x 1.5" image
4. Black and white 1.5 x 1.5" image
5. Files to be provided to Fair on CDs in a variety of formats, including original vector file as well as files for insertion in printed and electronic media as well as distribution to the press
6. Development of letterhead incorporating logo;
7. Development of a banner for the Fair website.

**Chosen Designer/Firm:** Selection of the design firm will be made based on the rough design submitted as well as price quoted. Fair will require the chosen designer/firm to submit 5 versions of a finished logo by Friday, January 13, 2012. The designer/firm will be notified as to which of these versions was chosen by January 30, 2012. At this time, the official Fair slogan will also be given. The designer/firm will work with staff to incorporate the slogan into the logo as well as any additional changes. Final files will be due no later than Monday, February 6, 2012.

Once a design firm has been selected and design developed, all graphic materials created as a result of this agreement will be the property of the Sonoma County Fair.

Questions regarding submission of design and quote are welcome. Please contact Katie Young at (707) 545-4200 x 207 or [deputymanager@sonomacountyfair.com](mailto:deputymanager@sonomacountyfair.com)

Thank you for your time and consideration. We look forward to hearing from you!