



July 2024

City of Venice Centennial Logo Contest Design Brief

Project overview & objectives

The City of Venice Centennial Celebration kicks off November 2025 with the annual holiday parade.

Over an 18-month period, the City plans to embrace its 100th anniversary with community events, displays, and branding.

The City of Venice Centennial logo is a specific design to commemorate and chronicle this major government milestone. The centennial logo will be featured throughout the downtown area, at City facilities and on all City-sponsored printed and digital promotional and marketing materials. The City will also allow community partners to use or display the logo if the request falls within the City’s partnership guidelines.

Submitted logo designs that meet the criteria as outlined in the design brief will be put up for public vote, with final City Council adoption.

Project Timeline

Centennial logo design Contest opens	July 15, 2024	Centennial logo design Contest closes	Sept. 2, 2024
Centennial logo online Voting opens by public	Sept. 4, 2024	Centennial logo online Voting closes	Sept. 18, 2024
Centennial logo City Council Adoption	Oct. 8, 2024	Centennial logo Presentation	Oct. 16, 2024

Project Conditions

The City of Venice is not offering financial compensation.

The winning design artist will be recognized by City Council, video interviewed and promoted on City social media channels as well as have a featured biography on the City of Venice website for the duration of the Centennial Celebration.

The City of Venice assumes no responsibility for submissions. The winning selected design may be used on a non-exclusive basis. The City retains the right to use the winning design in/on any advertising and/or promotion it deems suitable, including its social media platforms and website. The City may make minor modifications to the winning design such as color, size and transparency. City staff reserve the right to reject any submissions. The City does not retain the rights to use or recreate designs that were submitted and not considered.

This contest is open to City of Venice employees and the general public.



Project Scope

The City of Venice Centennial logo design will be used on print, digital and textile deliverables. Submissions must meet the following criteria:

- Vertical or horizontal, round, square or rectangular line or stacked word mark or logo
- 300DPI or greater
- Full color, designs with color gradients or shades must also submit a version with solid colors
- All colored designs must also be accompanied by both an all-white and all-black version
- Must contain "City of Venice" or "City of Venice, FL" in some way
- PDF, PNG, JPEG, ESP, AI or SVG formats (PNG/JPEG must have transparent backgrounds)
- Designs may not contain any image or meaning that depicts or infers racism, discrimination, degradation, nudity or sexually explicit material or other offensive content.

For design guidance, approved themes for the Centennial Celebration include:

100 Years of Your City on the Gulf	focuses on the City's unique origin story, the natural Florida environment, tourism, and the City's evolution over time
Celebrating Our Milestones	focuses on the different chapters of City history including military, citrus, City planning, architecture, arts and culture, and other historical landmarks throughout the City's past
My History is Our History	focuses on engaging the community to reflect on their personal histories, memories, and ties to the Venice area
A Vision for the Future	focuses on inspiring future generations to maintain the culture of community, create sustainability and resilience, and shepherd Venice into the next century

Submissions

Files should be submitted in a ready-to-use format no later than 5 p.m. Sept. 2. Paper illustrations, paintings or other designs that require digital conversion or manipulation will automatically be dismissed. Along with artwork submission, entrants should also include an artist biography of no more than 250 words, and design description no more than 400 words.

Email submissions to centennial@venicefl.gov



City of Venice Branding



HEX	#5085D5	#BF5A16
RGB	80, 133, 213	191, 90, 22
CMYK	0.624, 0.376, 0, 0.165	0, 0.52, 0.885, 0.251



HEX	#F26823	#F4913D	#F9B228	#FFE62B
RGB	242, 104, 35	244, 145, 61	249, 178, 40	225, 230, 43
CMYK	0, .57, .855, .051	0, .406, .75, .043	0, 0.285, .83, .024	0, .098, .83, 0

Sample Centennial Logos

