



ELLICOTT TRAIL



LOGO COMPETITION

3 PRIZES: \$100 / \$75 / \$25

First Place / Second Place / Third Place

- The Steering Committee for the Ellicott Trail (ET) Project invite members of the community to submit logo designs to identify and brand the new 4.6 mile Ellicott Trail that will run from Route 33/Pearl Street at the western terminus to the eastern terminus at Seven Springs Road. The trail will proceed on designated roadways, along abandoned rail beds, across Tonawanda Creek, along a quiet cemetery, through DeWitt Park and out to Seven Springs Road. It is hoped the ET will one day connect to other bike trails beyond Genesee County.
- The ET is targeted to open in late 2017 and is being funded through a collaborative effort through the Transportation Enhancement Program, the City and Town of Batavia, a Municipal Facilities Grant through Senator Michael Razenhofer's Office and Genesee County Parks Department.
- The new logo will be employed on a wide range of applications including but not limited to all-weather exterior signs in a variety of sizes; way-finding maps; stainless steel sidewalk emblems; as well as potential banners, stickers and flyers (possibly hats or T-shirts for the grand opening!)
 - Due to the variety of applications, simple, single color design solutions that can be translated into stainless steel emblem are recommended.
 - Every entry must include the Trail's official name or initials, or both:
 - Ellicott Trail / E.T. / or both
 - In addition to the trail name, an additional graphic element or design solution is encouraged.
- All design entries should be approximately 8" x 8" in size.
- Submitting entries:
 - Send hard copies to: Lisa K. Casey, City of Batavia, One Batavia City Centre, Batavia, NY 14020
 - Electronic submittals via Email to: lcasey@batavianewyork.com
 - Emailed as JPG files, no smaller than 500KB / no larger than 3MB
 - There is no limit to the number of entries one person or team can submit.
 - No entries will be returned.
 - Winning entry becomes the exclusive property of the City and Town of Batavia for its unlimited use.
 - All entries must include designer's: Name / Address / Contact Phone Number / Email / Age
 - Questions? Contact Donna Rae Sutherland: dsutherland@genesee.edu or 585-343-0055 x 6616.

○ **Deadline for all entries: January 30, 2017**

- The Ellicott Trail Steering Committee will select the winning entry in February 2017 and award the \$100 First Prize, \$75 Second Prize and \$25 Third prize at a City of Batavia Council meeting in the spring of 2017. The Ellicott Steering Committee reserves the right to accept or refuse any or all entries, and is under no obligation in its selection process.



This graphic element is the current "place holder" being used by the engineers and Steering Committee during the planning and development. The circular design is advantageous, but not essential.

