



Artist,

We are so glad you want to participate in our logo re-design contest! A few rules and guidelines for submitting a design:

- Designs should “pay homage” to our original logo, include the 6 rainbow colors, and the company name in either “This is It!” format or in all caps “THIS IS IT!”. An additional version of your logo design may include the bar’s nickname in the format “TITS” or “TITs”.
- Designs should be digitally rendered, identify any font(s) used in design when submitting.
- All designs should be submitted digitally to [thisisitbar@gmail.com](mailto:thisisitbar@gmail.com) in original file format (like photoshop or similar design software) and in PNG (at least 150 dpi) format
- Limit of one submission per person, and please include your full name and telephone number in your email
- Include a short, 300 word or less, description of your design including any backstory and/or inspiration.
- Submissions must be sent by 12:00am on 4/1/17
- Any disrespectful content and/or designs not meeting all the criteria will be considered ineligible. This is It! management will determine eligibility. Submissions acknowledge full content of this letter

After 4/1/17, all eligible submissions will be posted via our facebook page for voting. The voting will be tallied after one week, 12:00am on 4/8/17, and the top 4 designs will be announced later in the day on the 8<sup>th</sup>. Designs will be revealed at a final voting event on 4/11/17 where final voting will be made in-person. Top four designers/artists will be contacted directly before initial announcement on the 8<sup>th</sup>. Winning design does become property of This is It!. Winning designer/artist will receive a \$500 gift card to This is It!, as well as recognition on our facebook page as the winner of the contest.

Good Luck!