Juneau Arts & Humanities Council

Logo Design Call - Application Form

The Juneau Arts & Humanities Council (JAHC) is inviting artists and designers to submit concepts for a new organizational logo. This logo will serve as the primary visual identifier for JAHC across digital, print, signage, and merchandise.

This is a paid opportunity for one selected design.

Award & Compensation

- $2,000 cash award for the selected logo design plus an artist gift basket
- Payment will be made upon selection and delivery of final files
- 3 runner ups will receive a $150 cash award
- Recognition: artist will be thanked and recognized publicly

Participation in this call is voluntary, and artists should determine whether the scope and compensation align with their practice.

What We Are Looking For

We are seeking a strong, functional logo that represents arts and humanities broadly and works as a long-term brand asset.

The final logo should:

- Be clear, bold, and recognizable
- Function as a graphic mark, not an illustration
- Feel timeless and adaptable rather than trend-driven
- Work across a wide range of uses and formats

This logo will be used for:

- Website and social media
- Printed materials
- Signage
- Merchandise
- Embroidery, vinyl, and other production applications

Design Parameters & Requirements

All submissions must meet the following functional requirements:

- Legible at small sizes (icons, letterhead, email signatures)
- Scalable without loss of clarity
- Reproducible in:
    - Full color
    - Grayscale
    - Single color
- Suitable for:
    - Print
    - Digital
    - Vinyl
    - Embroidery
    - Screen printing

Designs must stand on their own without relying on texture, shading, or color gradients to be understood.

If the design cannot be reduced to one color and remain recognizable, it is not a viable logo. JAHC will not accept designs made with AI.

Style Guidance

Encouraged approaches:

- Simple, bold forms
- Clear silhouettes
- Symbolic or abstract concepts
- Strong, readable typography
- Contemporary design that will age well

Not encouraged:

- Medium-specific imagery (paintbrushes, quilts, needles, palettes, etc.)
- Highly detailed illustrations
- Landscapes or scenes
- Faces or hand-holding imagery
- Designs that function only as artwork rather than branding

Color

- Designers are not required to use JAHC's current colors
- Submissions must work in black and white
- Suggested color palettes are welcome but optional
- Final color decisions will be made by JAHC

Color should support the design instead of carrying it.

Typography

- Text must be clear and readable
- Custom or modified typography is welcome
- Hand lettering is acceptable only if it functions cleanly as typography
- The logo must work with the full organization name

Submission Requirements

Initial submissions should include:

- A digital image or PDF of the logo concept
- A version shown in black and white or single color
- A brief written concept statement (3–5 sentences) describing:
    - The idea behind the design
    - Any symbolism used
    - How it represents arts and humanities broadly

Submissions may be conceptual but must clearly demonstrate how the design would translate to a finished logo.

Final Deliverables (Selected Design)

The selected artist will be asked to provide:

- Vector files (AI, EPS, or SVG)
- High-resolution PNG files with transparent backgrounds
- Full color, black, and white versions
- Horizontal and stacked layout options

Minor refinements may be requested to prepare the logo for final use.

Selection Process

- Submissions are open through July 1st at 11:59pm
- JAHC selects 8 semifinalists
- Community votes on their favorite semifinalist, the top 4 move on to finals
- JAHC logo redesign committee selects the winner! The 3 runner ups receive a $150 cash award. Runner ups will retain full ownership of their designs, and JAHC shall not use the designs for any purpose other than online acknowledgement
- JAHC reserves the right to not select a submission if no design meets organizational needs
- Feedback is not guaranteed for non-selected submissions

Rights & Ownership

- Upon payment, the selected logo will become the property of the Juneau Arts & Humanities Council
- The artist will be credited publicly as the logo designer
- JAHC may use the logo across all platforms and materials

Important Notes

- This is a single-winner, paid opportunity
- 3 finalist honorariums of $150 will be awarded
- Submissions should reflect the scope and compensation outlined above
- By submitting, artists acknowledge and accept these terms

Selection Timeline

- May 4th, 2026 - Submissions open
- July 1st, 2026 @ 11:59pm - Deadline for submissions
- July 5th, 2026 - 8 semifinalists selected
- July 6-20, 2026 - Community votes down to 4 finalists
- July 21- August 10, 2026 - JAHC Logo Redesign Committee selects the winner

Application Form