

# FIRST NIGHT BUTTON LOGO DESIGN SPECIFICATIONS

1. Design should be a square or rectangular design, with a minimum print size of two inches by two inches (2"x2") and a maximum print size of two inches by three inches (2"x3").
2. Buttons should be a three to five-color high resolution design.
3. Buttons should incorporate the 2011 theme of "A Night to Remember," as well as the First Night Four Pillars of Community, Celebration, the New Year, and the Arts.

Interpretations can be concrete or abstract.

4. The button design, once selected, will become the property of First Night Council Bluffs, to use as it sees fit for the promotion of the First Night event. Uses will include, but not be limited to: button, website, print materials, and advertising.
5. The Artist whose design is selected will make his/herself available for interviews and other promotional tools to describe the design process and the design itself.
6. The Artist will receive five (5) buttons, which will serve as admission to the First Night 2011 event.
7. DEADLINE:  
Button designs should be in an electronic format (.jpg or .bmp) and must be submitted via email to:

Inky Westfall      [iwestfall@councilbluffs-ia.gov](mailto:iwestfall@councilbluffs-ia.gov)

Entries must be received no later than 5:00 p.m., June 15, 2011.

Call (712) 328-4601 with questions.

## FIRST NIGHT COUNCIL BLUFFS BUTTON DESIGN APPLICATION

Name:

Address:

City/State/Zip:

Phone:

Fax:

Email:

Button Design Format:

*File type:*

*Width and Height:*

*Number of Colors:*

**Please email this application with your design to:**

**Inky Westfall, First Night Council Bluffs Co-Chair  
[iwestfall@councilbluffs-ia.gov](mailto:iwestfall@councilbluffs-ia.gov)**

**The button design selection will be made no later than June 15, 2011.**

**All Artists who have submitted designs will be notified of the selection.**