



Greenbelt Conservancy / Staten Island, NY **Call to Artists - Design Our Conservation Corps Logo**

What it is:

The Greenbelt Conservancy is so happy to be launching a new trail stewardship program; **the Greenbelt Conservation Corps**, and WE NEED A LOGO! Our staff and stewardship volunteers will be helping to maintain, clean, and clear various parts of the Greenbelt's 35 miles of trails. All volunteers will be given **GCC** gear to remember the day they came and helped to make the Greenbelt a better place for all of its visitors and wildlife inhabitants. Volunteers will also wear this gear, whether it be tee-shirts, hats, long-sleeves, sweatshirts, stickers, etc., at future **GCC** events, and in their daily lives.

What we need is a really awesome design to help us brand our newest initiative, and to get everyone excited about it. That's where YOU come in! We are putting this call out to Staten Island-based artists who have a special knack for illustration/graphic design, and who would love to see their artwork on the gear of our stewardship volunteers.

What kind of design are we looking for?

Simply put, we are looking for a unique and memorable graphic that will be displayed proudly on our gear for branding purposes. Generally, the graphic will appear larger on the back of the shirt (about 8"x8"), alongside the logo of our funder, the Staten Island Foundation. There may also be a smaller, abbreviated graphic on the front of the shirt over the left chest, measuring about 3"x3", as seen on various other organization's merchandise. Consider things like size, details, and color when creating your design, considering the fact that it will need to be printed on fabrics. Some examples of other Conservation Corps logos that we admire are listed at the end of this write-up. Please Note: the design *may need* to be adjusted, based on the needs and specifications of the printer. We will stand by your work to maintain artistic integrity, but we ask that you please be ready to be flexible with the colors/lines of your work.

How it works:

FREE to enter submissions. First 50 submissions will qualify. Must be at least 18 years of age to enter. One submission per artist. We will have an open period where we will accept all design entries (NOW-11/30/20). Once the open period has closed, we will post the individual

artworks on a special Instagram page created for this event. Entrants should share their photo far and wide to gather up as many likes as they can. After a period of time, we will tally up all of the likes on the posts to see which of the entries wins the Popular Choice. The Education staff will then review this information, and decide on a final winner. **Please note** that the Popular Choice winner may also become the overall First Choice, in which case, the prize \$\$ will be combined to total \$225. But keep in mind that it is possible that the overall winner **may not be** the Popular Choice winner. *The GCC reserves the right not to accept any submissions for our gear through this call and explore other logo possibilities beyond this contest.*

Who is eligible?

The only eligibility requirements are that *you are a Staten Island-based artist*. But please keep in mind that we are looking for a high quality of work that fits the theme and aesthetic that reflects the Greenbelt's mission, and especially captures the essence of the **Greenbelt Conservation Corps**.

When is this happening?

The open period for submissions is between NOW and November 30th, 2020. The Greenbelt staff will post the entries to Instagram over a period of 5 days (depending on how many entries we receive), and *the chosen designs will be announced by the week of December 7th*. Prizes will be given out, and shirts will then be sent to the printers for immediate use.

What do you get out of it?

We are offering a tiered system of prizes for the top designers:

- 1st Choice-
 - \$200 cash prize
 - Design featured on **GCC** gear
 - Free tee-shirt with their design on it
 - Name and feature on SIGreenbelt.org website
 - Greenbelt craft tote bag with instructional videos (\$50 value)
 - Special feature on Greenbelt Conservancy Facebook page (6,000 person reach)
 - Special feature on Greenbelt Education Facebook page (600 person reach)
 - A guided in-person socially distanced hike with Environmental Educators (maximum of 10 people, all winners together)
 - A family Greenbelt Conservancy membership
 - An individual seat to next year's Greenbelt Conservancy Annual Gala

- Popular Choice-
 - \$25 cash prize
 - Greenbelt craft tote bag with instructional videos (\$50 value)
 - Special feature on Greenbelt Conservancy Facebook page (6,000 person reach)
 - Special feature on Greenbelt Education Facebook page (600 person reach)
 - A guided in-person socially distanced hike with Environmental Educators

- (maximum of 10 people, all winners together)
 - An individual Greenbelt Conservancy membership
- **2nd-8th Place-**
 - New Greenbelt Conservancy tote bag (empty)
 - Special feature on Greenbelt Education Facebook page
 - A guided in-person socially-distanced hike with Environmental Educators (maximum of 10 people, all winners together)
 - Individual Greenbelt Conservancy membership

For more resources to guide your work, please visit the following links:

What is Staten Island’s Greenbelt all about?

- Peruse our website to learn about some Greenbelt’s historical and current events.
<https://sigreenbelt.org/>
- Also, visit our YouTube channel to see the virtual content we have been creating during the Covid-19 pandemic.
<https://www.youtube.com/channel/UCqJ08kQe4qbQXBMFclDrO3Q>
- Finally, visit our Facebook page for our most up-to-date ongoings:
<https://www.facebook.com/SIGreenbelt>

What does a Conservation Corps do?

Check out one of the best, the Vermont Youth Conservation Corps. Their YouTube channel has lots of great instructional videos about what great work a Conservation Corps can do.

<https://www.youtube.com/user/VermontYouth/featured>

We collected some **inspirational words** that can help to guide your work:

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|---------------------|----------------------|-----------------------|-------------------|
| -Trails | -Nature | -Volunteer | -Growth |
| -Staten Island | -Conservation | -Build | -Welcome |
| -Greenbelt | -Soil | -Create | -Safety |
| -Access | -Trees | -Crew | -High Rock |
| -Stewardship | -Community | -Urban | -Education |
| -Leadership | -Teamwork | -Environment | -Earth |
| -Tools | -Hike | -Helping Hands | -Wild |
| -Job Training | -Skills | -Together | -Fun |

Here are some examples of other logos that we admire, to also help steer you in the right direction:



Have any questions? Want to submit your artwork?

Contact Angel Ehlers, Greenbelt Environmental Educator

Elizbleth.Ehlers@parks.nyc.gov

(718) 667-7475 / ext. 120 / Please leave a message!

When submitting entries, please put "**Design Our Logo Entry - Your Name**" in the subject line, and please include your contact phone number.

Thank You so much for your interest and participation! We look forward to seeing your work on our Greenbelt Conservation Corps gear!