



## Climate Action Plan Logo Challenge Official Rules

Climate change will impact west Ventura County. We will see gradual sea-level rise, hotter summers, extended droughts, and stronger winter storms. By taking action as a City, as individuals, as businesses, and as a community, we can work together to adapt and thrive with local climate change.

**Intent of the Challenge:** Generate excitement and support for the City of Oxnard Climate Action Plan. Local communities and their governments play an important role in reducing greenhouse gas emissions and mitigating the potential impacts of climate change. By increasing energy efficiency in buildings and vehicle fleets, bolstering the use of clean, renewable energy sources, establishing land use and transportation plans that reduce vehicle use, increasing tree canopy, reducing local flooding, and identifying vulnerable populations and infrastructure, communities can respond to the challenges of climate change and adapt for the future. In addition, taking action to address climate change can lower energy bills, improve air quality, create new economic opportunities, improve physical and mental well-being, and enhance the quality of life throughout the community.

Given that environmental stewardship and action represent a partnership between the City and our residents, we are seeking public input in designing a logo for the Oxnard's Climate Action Plan.

**DRAFT Mission Statement:** The City of Oxnard will work with the community to develop actions that will help reduce our collective contribution to climate change, keep us safe from climate change hazards, address underlying health inequities, and support a prosperous economy for all.

**DRAFT Vision Statement:** Oxnard, as a safe, healthy, and thriving community, is taking the necessary steps to minimize climate change and prepare for its impacts.

**Background Oxnard Climate Action Plan:** To help achieve this vision, Oxnard's communities will be involved in preparing a Climate Action Plan. The Climate Action Plan will establish steps that the City of Oxnard will follow, just like similar programs underway in other cities around the world, to reduce climate change impacts and adapt our lives to the evolving climate reality.

The actions in the Climate Action Plan will be focused around:

- Setting new goals that help us prepare for local climate change impacts
- Reducing our contributions to climate change
- Protecting our most vulnerable populations
- Understanding and addressing health inequities for all residents to better prepare for changing conditions
- Gradually adapting our local economy so that all community members are prosperous
- Protecting areas with cultural and environmental resources, habitat, critical infrastructure, civic institutions, and agricultural lands from damaging impacts

Below is a list of additional resources and education materials that will help expand your knowledge of Climate Change and hopefully inspire your design.

[Nasa Earth Minute](https://climate.nasa.gov/climate_resource_center/earthminute) ([https://climate.nasa.gov/climate\\_resource\\_center/earthminute](https://climate.nasa.gov/climate_resource_center/earthminute))

[UCLA Climate Lab](https://www.universityofcalifornia.edu/climate-lab) (<https://www.universityofcalifornia.edu/climate-lab>)

**Eligibility:** Anyone can submit a logo for review.

#### **Logo Requirements:**

- **Format:** Entries must be digitally submitted. Original artwork may be produced in digital format, oils, watercolors, inks, photography or mixed media.
- **Professional:** The chosen logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, etc). We want the logo to be eye-catching, but it must still be legible.
- **Theme:** The logo should promote the mission of Oxnard's Climate Action Plan.
- **Guiding Concepts:** Although we don't have color requirements, keep in mind the three colors in the City's logo when designing (see the City's color guide included with the official rules). Incorporating the City's logo 'wave' in some way is strongly encouraged, although not necessary.
- **Tagline:** Including a tagline in the logo is not a requirement, but would be accepted as part of the submission. If taglines are included they should be in both Spanish and English.
- **Color:** The logo must look good in color (if any) or black and white.
- **Integrity:** All artwork must be original and should not contain copyrighted material or licensed images. Submissions must be easily reproducible and scalable for large and small formatting.

**Evaluation:** Submissions will be judged on artistic merit and community impact. All submitted artwork becomes the property of the City of Oxnard. Those submitting the artwork agree that the City of Oxnard may publish the logo and their name(s), and may use both for advertising campaigns and/or marketing materials in the future, i.e., bookmarks, calendar, magnets, reusable water bottle, etc. Contestants assign all ownership rights, including all intellectual property rights to the logo to the City of Oxnard. Additionally, Oxnard may alter, modify or revise

submissions as it deems necessary to achieve its goals. Oxnard reserves the right to not select a final design if, in its sole discretion, no suitable entries are received. All submissions are required to complete the logo challenge release waiver.

**Prize:** All finalists get bragging rights and will be announced as an up-and-coming artist at a future City Council meeting!

**Submission:** Please complete the attached submission form and logo challenge release waiver and submit your logo design no later than 5:00 p.m. on October 16, 2020 to [planning@oxnard.org](mailto:planning@oxnard.org). The logo image shall be submitted in one of these electronic formats; pdf, jpg, gif, or png. If you have any questions, please contact Kathleen Mallory at (805) 385-8370 or at [Kathleen.Mallory@oxnard.org](mailto:Kathleen.Mallory@oxnard.org).



### **Climate Action Plan Logo Challenge Submission Form**

I, \_\_\_\_\_, am digitally submitting artwork which is originally produced for consideration as part of the City of Oxnard’s Climate Action Plan logo challenge. My entry is being made in digital format (pdf, jpg, gif, or png) and produced in either oils, watercolors, inks, photography or mixed media.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### **Climate Action Plan Logo Challenge Release**

By participating in the City of Oxnard’s Climate Action Plan logo challenge, you affirm that you are the person who prepared the submitted artwork and/or logo. You own all intellectual property rights to the artwork/logo; you grant the City of Oxnard (“City”) the right to reproduce your artwork and/or logo for non-commercial educational, promotional, or publicity purposes without payment or further compensation. All reproductions will credit the artwork and/or logo artist, who retains the copyright to the work. Further, by participating in this challenge, you consent and give the City the irrevocable right to use your artwork and/or logo/image/likeness in all forms and manner, and edit, use, reproduce, exhibit and distribute this image in whole or in part, in any manner and media now known or hereinafter invented, including, but not limited to, print, publications, the City website, Facebook, Twitter, Instagram and other social media sites, in perpetuity throughout the world, in support of and/or to promote the City programs, services and mission, and for archival purposes.

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Contact information (email and phone number): \_\_\_\_\_

## LOGO COLORS

The preferred inks to use to print the logo is Pantone 072 C, Pantone 143 C, and Pantone 361 C. However, for 4-color process printed pieces, the logo will appear in CMYK versions of the above colors. These percentages are approximate, depending on ink, paper and printing equipment. For screen applications, refer to RGB values – also approximations depending on equipment viewed on. Refer to HEX values for web applications.

| Name        | Specification   | CMYK                                | RGB                          | HEX    |
|-------------|---|-------------------------------------|------------------------------|--------|
| Blue Ocean  |    | C = 100<br>M = 88<br>Y = 0<br>K = 5 | R = 28<br>G = 63<br>B = 148  | 0018A8 |
| Gold Coast  |   | C = 0<br>M = 35<br>Y = 85<br>K = 0  | R = 251<br>G = 176<br>B = 64 | EFB22D |
| Green Field |  | C = 69<br>M = 0<br>Y = 100<br>K = 5 | R = 84<br>G = 185<br>B = 72  | 1EB53A |

<https://www.sustainableprinceton.org/in-the-news/winners-of-the-2019-climate-action-plan-book-mark-contest/>