BANNER PROJECT GUIDELINES

DEADLINE FOR SUBMISSIONS - JUNE 15, 2020

The Arts & Culture Committee of the City of Elliot Lake is developing a Community Banner Project to celebrate the reopening of our community. We are seeking artists of all skills levels—from youth to professional—to create designs for street banners that represent "*OUR TOWN".*

Each design should be imaginative, original interpretations of the theme *OUR TOWN* and **represent either the past, present or future of Elliot Lake.** What aspects of Elliot Lake's natural and cultural heritage make it unique? What are the things you love to see and do in your leisure time? How did Elliot Lake come to be? What might the future be like in Elliot Lake?

TECHNICAL CONSIDERATIONS

• Artwork must be appropriate for audiences of all ages and respectful of the diversity of perspectives in our community.
• Artwork must be in a **vertical orientation** and take into consideration the dimensions of the area of the banner which will contain the **artist's image: 24"W x 32"L.** (See the template.) The bottom of the shape will be curved, so a portion of the design will be masked when printed.
• If you wish to work in a smaller size, **proportional sizes are 16"W X 21"H or 12"W X 16"H.**
• Designs must be original with no advertisements, logos or website information.
• **Artists may submit multiple designs.**

TWO WAYS TO ENTER
1. Deliver hard copies on paper to the **Elliot Lake Mining Museum in the Hillside Plaza.** Simply knock on the door and leave your design and entry form with Darla Hennessey.
2. Email digital submissions to Linda Finn at **lmfinn@eastlink.ca**

DESIGN TIPS FOR STREET BANNERS

• Keep designs **simple & graphic.** Even though the banners seem large, they will look much smaller when installed on lamp posts.
• **Bright, saturated colours work best.**
• Large blocked areas of colour and black or white outlines can be seen clearly from a distance. **Outlines help define the design.**
• To define your design, make sure your **colours and tones are varied.**
• **Do not use text** on the banners as designs will be visible on both sides.