



Revolution NJ Logo Contest

**For Release:
October 2, 2019**

I. Call for Designs

The [New Jersey Historical Commission](#) and [Crossroads of the American Revolution National Heritage Area](#) seek a signature logo to embody *Revolution NJ*, New Jersey's efforts commemorating the 250th anniversary of the United States in 2026.

II. About the 250th in New Jersey

In 2018, the New Jersey State Legislature passed legislation requiring the **New Jersey Historical Commission (NJHC)** to establish a program for the Semiquincentennial (250th anniversary) of the United States in 2026 and granted permission to enter into a public-private agreement with a non-profit organization. **Crossroads of the American Revolution National Heritage Area** was selected as that partner.

New Jersey played a pivotal role in the American Revolution. Nearly 300 battles and skirmishes occurred in the state, touching people of all backgrounds and earning New Jersey its nickname, the "Crossroads of the American Revolution."

Many of the questions people faced on the eve of the American Revolution remain pertinent today. ***Revolution NJ* will offer a platform for New Jerseyans to consider the ideals that drove the Revolution and the implications they have for both history and today's society.** New Jersey's observance of the anniversary will include both the Revolutionary era and the country's full 250-year history. With this in mind, anniversary programs will explore New Jersey's role in the most consequential moments in the nation's history, from the fight for women's suffrage and the development of transformative new technologies to the Civil Rights Movement.

Revolution NJ will have a long-lasting positive impact on New Jersey by striving to fulfill the following **working goals**:

- Emphasizing history's relevance to every New Jerseyan, every day.
- Telling a diverse and inclusive story about American's past.
- Promoting heritage tourism in the state in order to increase its impact on economic and community development.
- Increasing public and private funding for history in the state.
- Highlighting the importance of history education.

- Enhancing the public’s engagement with history collections.

III. **Logo Parameters**

The logo for *Revolution NJ* will be used on materials and digital platforms promoting the initiative. This may include, but is not limited to, marketing materials, promotional items, websites, social media outlets, and signage. The logo should be functional in color, black and white, and grayscale.

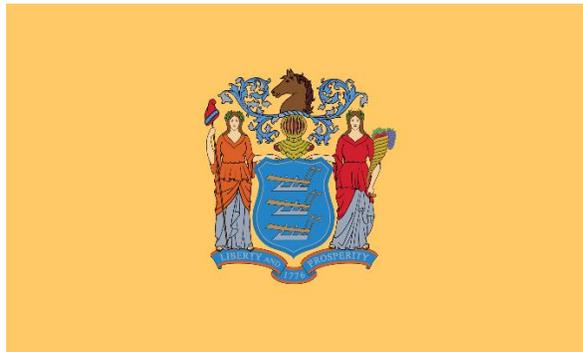
The working name and tagline for the 250th in New Jersey is:

Revolution NJ
Engage the Past. Shape the Future.

We encourage designers to use the name and tagline and to consider the working goals listed in section II in creation of the logo.

Special preference will be given to logos that include the following:

- Reference(s) to **New Jersey** and the **250th of the United States or Semiquincentennial**
- Reference to the years **1776–2026**
- Colors that are **commercially available** and include New Jersey’s official colors, **blue and buff** (see image of the state flag below for reference)
- A design that evokes history and/or the history of New Jersey



IV. **Review Process**

Logo submissions will be reviewed by a panel of judges including a graphic artist, a marketing professional, and one representative each from the NJHC and Crossroads of the American Revolution. Judging will take place in early December 2019, and the winning designer will be notified of the contest award by December 20, 2019.

V. **Award**

The designer of the winning logo will receive a prize of \$1,000 and an additional \$500 to work with the NJHC and Crossroads of the American Revolution for six months following

award of the prize to further refine the logo design and develop it for promotional purposes. **The prize will be publically presented during Patriot's Week on Saturday, December 28, 2019. The winning designer will be expected to attend either in-person or provide a pre-recorded statement, if necessary.** The designer will also be acknowledged in a press release and on the NJHC and Crossroads of the American Revolution websites.

VI. **Submission Guidelines**

a. **Deadline**

The deadline for logo submissions is November 25, 2019.

b. **Eligibility**

To submit a logo, the designer must be a New Jersey resident or matriculated student at an New Jersey educational institution and must participate in the contest as an individual. Logo submissions from design or marketing firms will not be accepted. Designers and visual and graphic artists at a professional, amateur, or student level are welcome.

c. **Electronic Submission Requirements**

i. **Logo**

1. Resolution: at least 300 dpi
2. Size: 4.98 inches x 6.64 inches
3. Submit three versions in PNG format: one in color, one in black and white, and one in grayscale
4. Examples of different uses (as letterhead, on apparel, on a sign or banner, etc.) for the logo are encouraged, but not required.

ii. **Additional Information**

1. Participant name, email address, phone number, and mailing address
2. A title for the logo
3. 150-word statement describing the design's rationale
4. 150-word designer bio

To make a submission, please complete the required [form](#). Questions may be directed to Greer Luce, Chief Communications Officer, NJHC, at greer.luce@sos.nj.gov.

d. **Notification of Award**

All participants will be notified of their award status by December 20, 2019.

e. **Usage Rights**

The winning logo will be the property of the NJHC and Crossroads of the American Revolution for use in efforts promoting New Jersey's Semiquincentennial commemoration.