



INSPIRE VALLEJO

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VALLEJO.CITY



- Powered by Miles McNeal & Powell LLC.
- A community resource for Vallejo.
- Here to advance the Vallejo experience.
- A destination for culture, community, connections, and collective impact.
- The owner of the Inspire Vallejo Design Challenge.

ABOUT



VALLEJO.CITY

The Inspire Vallejo Design Challenge is a spinoff of BRIDGEGOOD'S Inspire Oakland (established in 2009). The essence of the design challenge is set in the celebration of art, individuality, community, and culture within our local community. It is designed to support the digital and visual arts among diverse creatives in the Solano County communities. Submissions are evaluated on: **Vallejo Centricity, Professionalism, Visual Hierarchy, Mission Alignment, Conciseness, Engagement, Originality, and Feasibility.**



ABOUT

INSPIRE VALLEJO

inspirevallejo.art

#InspireVallejo | A Billboard Design Competition

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THE CHALLENGE!



Vallejo.City adopted the concept of Inspire Oakland from BRIDGEGOOD and adapted the program as Inspire Vallejo for the Solano County market.

Vallejo.City is searching for an iconic design that answers the question:

"What about Vallejo inspires you?"

Create an original design that is Vallejo-centric and inspires Bay Area residents and the art community using your vision of inclusiveness and spirit of creativity.

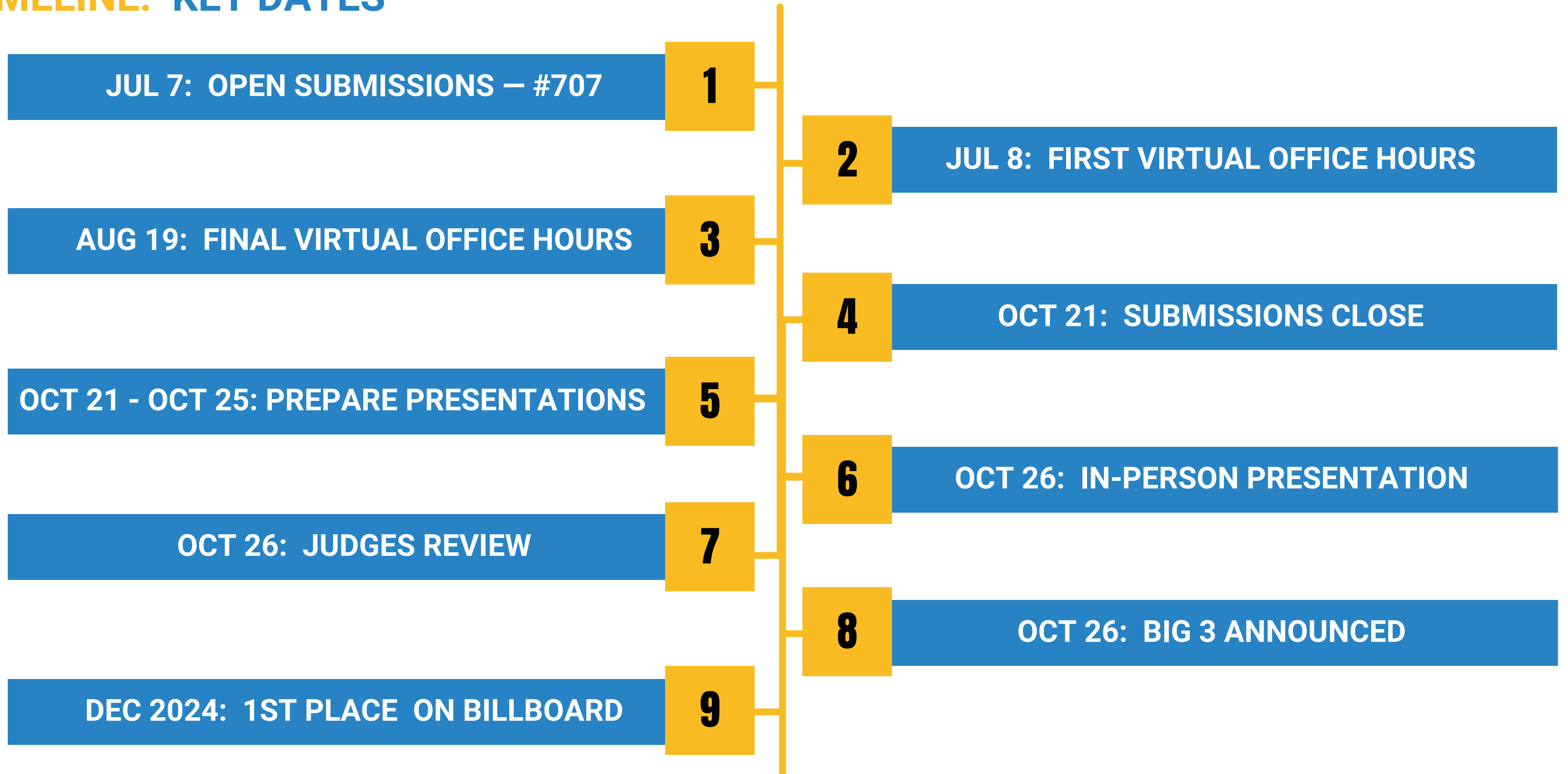
The ultimate goal of our campaign is to provide Vallejo and Benicia students with real-world experience while celebrating and contributing to the creativity, uniqueness, and resilience of the Vallejo community.

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TIMELINE: KEY DATES



AWARDS + PRIZES + MORE

- **Build Your Portfolio + New Skilling:** Real-world project with commercial specs and learn new presentation skills that you will deliver to a panel of judges.
- **Inspire Vallejo Design Challenge Showcase:** October 26 at 12:00PM – open to family, friends, and the general public.
 - Odd Fellows at 342 Georgia Street, Vallejo
 - RSVP is encouraged: <https://inspirevallejo-designchallengeshowcase.eventbrite.com>
- **The Big 3!:** A panel of judges will decide on the Big 3 winners. We will provide the Top 3 Designers of Inspire Vallejo with prizes valued at \$18,000.



Commercial placement of design on digital billboard at Solano County Fairgrounds; iconic design on a t-shirt with augmented reality (AR) feature; t-shirts available online for sale for the community – with each t-shirt sold, Miles McNeal & Powell LLC will share 50% of the profit with the designer; design featured in 4th of July Parade 2025; and monetary prize.



Iconic design on a t-shirt; t-shirts available online for sale for the community – with each t-shirt sold, Miles McNeal & Powell LLC will share 50% of the profit with the designer; and design featured in 4th of July Parade 2025; and monetary prize.



- After the Showcase, each of the designs will be displayed on our social media platforms and shared in a press release.

RULES + GUIDELINES

1. There is **no fee to enter** the Inspire Vallejo Design Challenge and to submit a design.
2. This **art contest is open to all youth organizations** (no age restriction) during the period of July 7 – October 21, 2024.
3. Qualifying locations include: Vallejo and Benicia.
4. Only one (1) design concept per youth group is allowed.
5. All designs submitted:
 - a. Must be original artwork of the youth group
 - b. Must follow specs and deliverable requirements
 - c. Must be submitted through online application
 - d. Must NOT include any copyrighted or trademarked artwork, designs, or brand logos
 - e. Must NOT include any profanity or content that is not family friendly
 - f. If youth group is under the age of 18, the design entry must be submitted by authorized leadership of the youth organization.
6. Deadline for submitting design is October 21, 2024 at 11:59 PM (Pacific).
7. Design entrants agree to sign a waiver to allow Miles McNeal & Powell LLC the use of their design, free of charge, for any and all printing and promotional purposes.
8. Entries must be submitted through the online application at **inspirevallejo.art**. No emailed submissions accepted .

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RULES + GUIDELINES CONTINUED

- **Publicity Agreement:** Competition entry constitutes an agreement by the submitting designers or their consenting legal guardian to grant free license of all copyrights of the submitted works to Miles McNeal & Powell LLC in perpetuity, for publicity and promotional purposes.
- **Media Release:** By submitting artwork, you agree that if your design wins, Miles McNeal & Powell LLC retains first printing rights and a free license, in perpetuity, to utilize the design on t-shirts and other promotional items, and marketing, fundraising, and public relations materials.
- **Authorization:** You are guaranteeing that your design does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a Creative Commons (cc) license.
- All art contest entrants are invited to present their designs during the Inspire Vallejo Design Challenge Showcase on October 26, 2024.
- By submitting an entry, you are agreeing to all of the Inspire Vallejo Design Challenge rules.

OPTIONAL: TIPS TO COMPLETE TO COMPETE

1



RESEARCH + DESIGN THINKING
your Inspire Vallejo theme

2



SKETCH YOUR IDEAS
as a group draft a few concepts before making your final design decision

3



QUESTIONS + FEEDBACK
during Virtual Office Hours on Mondays
from 10:00AM - 12:00PM (PT)

- July VOH: 7/8 and 7/22
- August VOH: 8/5 and 8/19
- Register: milesmcnealpowell.eventbrite.com

4



THINK ABOUT LOOK + FEEL
how will the design look on **social media**, on a **logo t-shirt**, and on the **digital billboard** at Solano County Fairgrounds

5



DIGITIZE YOUR DESIGN
create a clean scan of the design and save it — **see instructions on next page**

6



UPLOAD FINAL DESIGN FILE
to inspirevallejo.art (email not accepted)
by **October 21, 2024 at 11:59PM (PT)**
(pssst...and save your sketches for your own records)

REQUIREMENTS: SPECIFICATIONS (SPECS) + DELIVERABLES

1

720px (wide) X 480px (tall)
(72 ppi)

2

1X1
(500X500px)
(72 ppi)

3



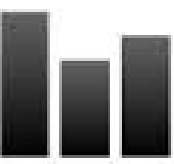

10-12 inches
(300 dpi/ppi)





SUBMIT ONE (1) DESIGN FOR: DIGITAL BILLBOARD, SOCIAL MEDIA, AND ICONIC LOGO TEE

- High-Resolution Scan in Color (FedEx Office provides this service)
- Save as JPG Format
- Submission Naming: "[IV24]GroupName_DesignTitle.(file type)"

SCORING CRITERIA: 8 KEY FACTORS

Entries will be evaluated by an independent internal panel of judges and will be reviewed for:

-  **VALLEJO-CENTRIC**
focus on a specific topic and/or theme to show us what inspires you about Vallejo!
-  **PROFESSIONALISM**
follow requirements and guidelines
-  **VISUAL HIERARCHY**
clearly organized and prioritized
-  **MISSION-ALIGNED**
focus on creative impact by using featuring culture, community, etc.

-  **CONCISENESS**
design readability/makes sense in 2-4 seconds
-  **ENGAGEMENT**
encourages audience to take action
-  **ORIGINALITY**
showcases unique talent and perspective
-  **FEASIBILITY**
would you invest \$5000 in your design?

EXAMPLE: Inspire Oakland 2024 x Lilian (Lily) Mendez
Oakland Nostalgia: The Hyphy Era



DIGITAL: 1X1 SOCIAL MEDIA



OUT OF HOME (OOH): TRADITIONAL BILLBOARD

EXAMPLE: Inspire Oakland 2023 x Bobby Bilal Chaudhery

Town Roots



OUT OF HOME (OOH): TRADITIONAL BILLBOARD



OOH: BUS BENCH

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PRO TIPS: BILLBOARD + ICONIC LOGO TEE DESIGN

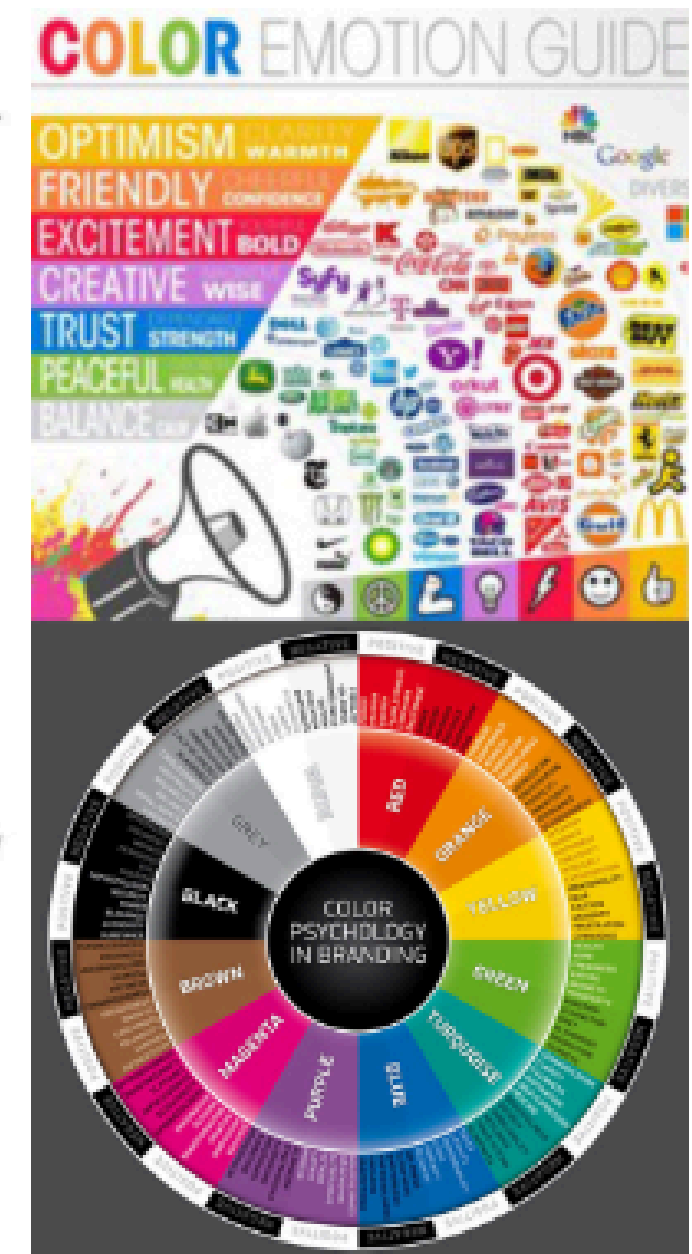
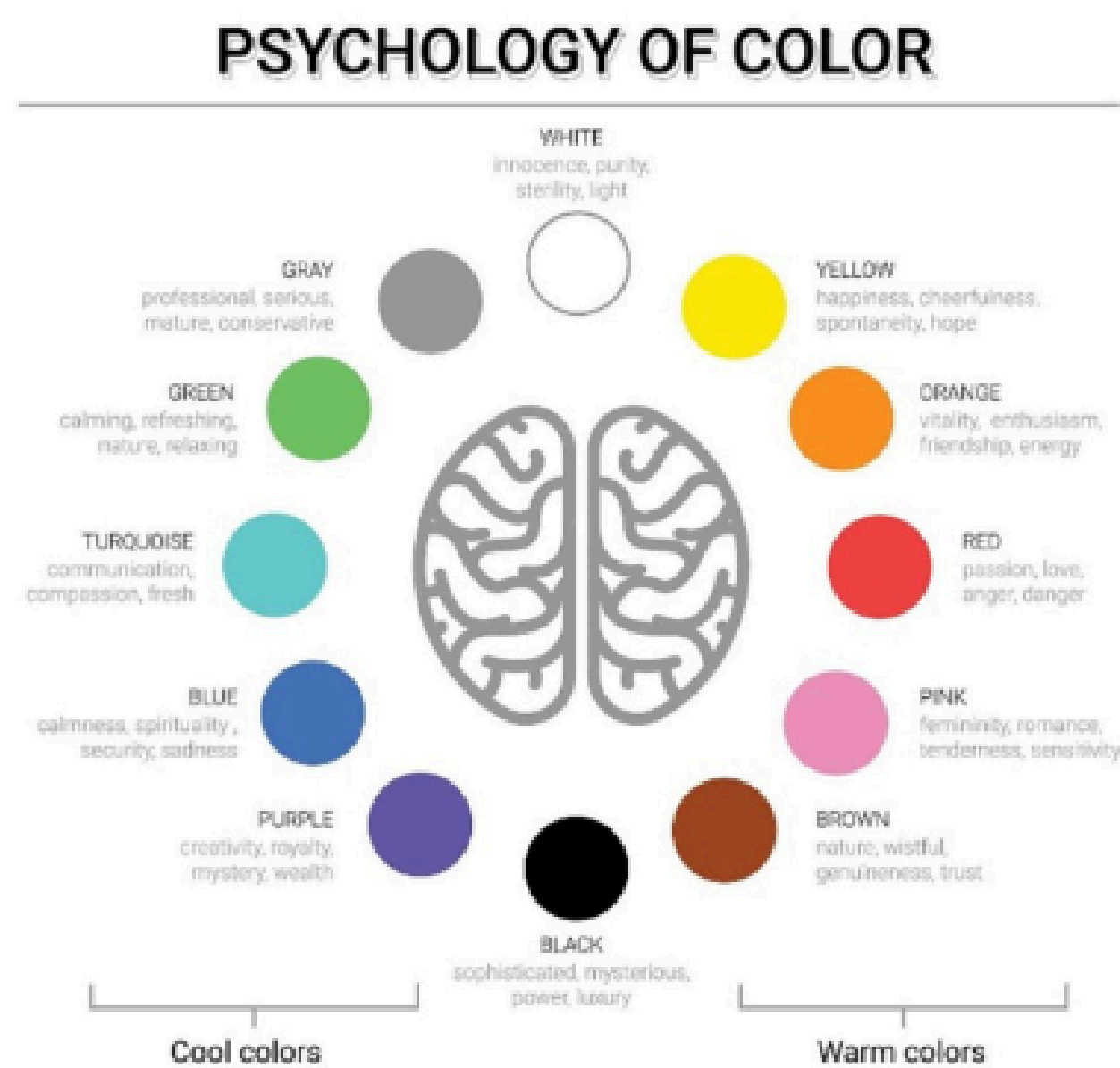
- **Research Vallejo, California:** The challenge is, how do you differentiate your design from the others?
- **Looks Sharp from Any Distance:** The designs are creative and attention-grabbing – they get the message across even though they're only viewed for a moment. Use the entire height and length of the specifications.
- **Simplicity:** Focus on your core idea and keep your design simple. Avoid clutter and additional messages that can dilute your message.
- **Aesthetic:** Consider using imagery over words.
- **Sketch Your Ideas Before Bringing Them to Life:** This is a helpful and useful way to get all those ideas swirling around in your head on paper, quicker than trying to create a dozen finished logos. Seeing your ideas sketched out can help you determine if they are a feasible option for the final concept.
- **Let the Heart of the Design Breathe:** Utilize whitespace. Give enough space between elements so that it doesn't look cluttered or illegible. However, you don't want too much white space because you want your design to look like a single, cohesive element.



PRO TIPS CONTINUED: BILLBOARD + ICONIC LOGO TEE DESIGN

- **Use Color Psychology:** Using color in your design increases the chances of catching the audience's eyes because it's bright and stands out. Colors are also a great way to incite emotions, so a quick look into color psychology could be helpful for knowing how to grab a customer's interest. Below are some helpful quick reference guides.

	EMOTION	INDUSTRY	USED TO
RED	EXCITEMENT ENERGY PASSION COURAGE ATTENTION	ENTERTAINMENT FOOD SPORT TRAVEL PROTECTION CHILDREN PRODUCTS	STIMULATE CREATE URGENCY DRAW ATTENTION ENCOURAGE ENCOURAGE
ORANGE	OPTIMISTIC INDEPENDENT ADVENTUROUS CREATIVITY FUN	ART ENTERTAINMENT FOOD SPORTS TRANSPORTATION	STIMULATE COMMUNICATE FUN DRAW ATTENTION EXPRESS FREEDOM FASCINATE
YELLOW	ENTHUSIASM OPPORTUNITY SPONTANEITY HAPPINESS POSITIVITY	FOOD SPORTS TRANSPORTATION TRAVEL LEISURE	STIMULATE ENCOURAGE RELAXATION AROUSE AWARENESS ENCOURAGE AFFECT MOOD
LIME GREEN	GROWTH HARDWORK FORMALITY KNOWLEDGE DEPENDABILITY	ENVIRONMENT LEISURE ALTERNATIVE ENERGY ENTERTAINMENT EDUCATION	RESTORE ENERGY PROMOTE GROWTH REVIVE REVIVIFY
EMERALD GREEN	SAFETY HARMONY STABILITY RELIABILITY BALANCE	ENVIRONMENT BANKING REAL ESTATE TRAVEL REAL ESTATE	RELAX BALANCE REVITALIZE ENCOURAGE POSITIVE
SKY BLUE	FREEDOM SELF-DEFENSE TRUSTWORTHY WISDOM JOY	ENTERTAINMENT COMMERCE STORES CHILDREN PRODUCTS TECHNOLOGY APPLIANCES	DRAW ATTENTION INSPIRE TRUST SUGGEST PROTECTION COMMUNICATE CONSCIOUSNESS STIMULATE PRODUCTIVITY
ROYAL BLUE	TRUST RESPONSIBILITY HONESTY LOYALTY FREE SECURITY	SECURITY FINANCE TECHNOLOGY HEALTH CARE ACCOUNTING	REDUCE STRESS CREATE CALMNESS RELAX SECURE CREATE DORIS
VIOLET	IMAGINATION SPIRITUALITY COMPASSION SINGULARITY MYSTERY	HUMANITARIAN PSYCHIC RELIGION	ENCOURAGE CREATIVITY INSPIRE CONVINCE AND POWER CREATE IMPRESSION OF LUXURY INTUITION
PINK	COMPASSION LOVE IMMATURE FURNISH ADAMPTION	CHILDREN PRODUCTS WOMAN PRODUCTS BEAUTY FASHION	COMMUNICATE ENERGY INCREASE PULSE INCREASE ACTION FASCINATE ENCOURAGE CREATIVITY
BROWN	RELIABILITY STABILITY HONESTY COMFORT NATURAL	AGRICULTURE CONSTRUCTION TRANSPORTATION LEGAL FOOD	STABILIZE EARTH CONNECTION SURVIVAL FACTORS CREATE WARMTH
GRAY	NEUTRAL PRACTICAL CONSERVATIVE FORMAL QUIET	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	CREATE SENSE OF COMPOSURE DEPRESS ENERGY ASSOCIATE TIMELESS COMMUNICATE MATURATION
BLACK	POWER CONTROL AUTHORITY DISCIPLINE ELEGANCE	ALL INDUSTRIES * MOSTLY USED IN COMBINATION WITH OTHER COLORS	FEEL BELONG INTRIGUE RAISE AUTHORITY CREATE FEAR ASSOCIATE WITH MYSTERY





PRO TIPS CONTINUED: BILLBOARD + ICONIC LOGO TEE DESIGN

- **Design Should Be Scalable:** Your design should look good both on a small and large scale because you will be putting it on a billboard, t-shirt, and social media.
- **Design Should Look Good in Color and Black & White:** Just as designs should be scalable, they should also look good both with and without color.
- **Aim for Iconic. Aim for Timelessness:** Though it can be difficult to tell what will withstand the test of time, aiming for a design that does will be worth it. What does timeless look like to you?
- **Be Memorable:** This seems like a *duh* tip, but it's still important to point out. This also brings us full circle back to tip #1.

EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



ALEX WOODS THEME: UNITE THE PEOPLE

EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



NIKOLE AHNE MORALES THEME: SALAMAT OAKLAND

EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



MYRANDA ANNETTE MCFADYEN THEME: OAKLAND THEN & NOW

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EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



REINA LEE THEME: NEW RISE OAKLAND

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EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



LILY MENDEZ THEME: OAKLAND NOSTALGIA, THE HYPHY ERA

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EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



NOVA OJEDA THEME: AROUND THE OAKLAND TREE

EXAMPLE: FINALISTS IN-PERSON SHOWCASE PRESENTATIONS



RSVP: INSPIRE VALLEJO DESIGNERS' SHOWCASE

- <https://inspirevallejo-designchallengeshowcase.eventbrite.com>

INSPIRE VALLEJO DESIGNER SHOWCASE
SAT, OCT 26 • 12PM
ART • FOOD • MUSIC • COMMUNITY
ODD FELLOWS
342 GEORGIA STREET, VALLEJO

INSPIRE VALLEJO DESIGN CHALLENGE
INSPIREVALLEJO.ART
YOUR ART, ON THIS BILLBOARD
SUBMIT ART BY SEPT. 7
SHOW YOUR TALENT
VALLEJO & BENICIA

JUDGES WILL VOTE FOR THE WINNING DESIGN TO SHOWCASE ON THIS BILLBOARD

inspirevallejo.art @inspirevallejo

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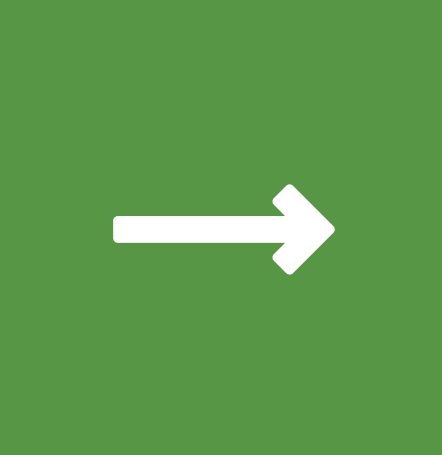
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