

## BUS WRAP DESIGN CONTEST RULES AND GUIDELINES

### WHO CAN ENTER?

The contest is open to any child ages 6 - 12 years old.

### WHAT DO I HAVE TO DESIGN?

Entrants will design a bus wrap (an advertisement that covers the entire vehicle) promoting public transit. The theme for the wrap design is "We Move People." Lextran serves thousands of Lexingtonians each day by getting them to work, school, doctor's appointments, the grocery, etc. The focus of our service is always on the rider and getting them where they need to go. Submissions with these designs in mind should feature people and demonstrate that Lextran helps people get around the city. The design should feature the tag line "We Move People" somewhere within the submission. More technical requirements are the next page.

### RULES

- Submissions will be accepted beginning June 17, 2019.
- Submissions should be made by individuals, not groups.
- Contest entry forms can be obtained in the following ways:
  - Transit Center - 150 E. Vine St.
  - Admin Office - 200 W. Loudon Ave.
  - Online at [www.lextran.com](http://www.lextran.com)
- Each entrant must complete the entry form and submit it with their completed template.
- Entrants must use the provided template for their submission.
- If printing the template on your own it must be printed on white, 11 inch X 17 inch paper.
- All media art forms allowed include markers, colored pencils, paint, & crayons.
- Newspaper clippings, glitter, copyrighted material and digital art is not acceptable.
- Entrants may not be an immediate family member of an employee of Lextran.

### SUBMITTING WORK & DEADLINE

Mail submissions to:

Lextran  
CC: Austin Hughes  
200 W. Loudon Ave.  
Lexington, KY 40508

Drop submissions off in person at:

200 W. Loudon Ave. Mon. - Fri. 8:30 am-4:30 pm  
OR  
150 E. Vine St. Mon. - Fri. 8:30 am-4:30 pm

**All entries must be received by July 5, 2019 at 4:30 pm EST.**

### HOW WILL THE DESIGNS BE JUDGED?

Entries will be judged by a panel consisting of Lextran staff members, city officials, and other community partners. When evaluating entries, judges will consider the following criteria:

1. Did the entrant include a completed entry form?
2. Does the design promote public transportation?
3. Does the design encapsulate the theme?
4. Is the tag line included?
5. Is the design eye catching?
6. Does the entry meet all requirements?

### PRIZES

The creators of the top 3 designs will each receive a \$130 play card to Malibu Jack's. Only the first place design will be selected for a full bus wrap.

### QUESTIONS

For more information please contact Lextran Marketing Coordinator, Austin Hughes: [ahughes@lextran.com](mailto:ahughes@lextran.com) or (859) 244-2019

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### SUGGESTIONS FOR A WINNING DESIGN

A design with large elements will look better than a design with a lot of small, complicated elements.

Do not overcrowd your design, but fill the space with color.

Bright, bold colors will look better than soft, pastel colors.

Keep your text fairly large. Remember, people will be trying to read the tag line as the vehicle is moving.

Please do not sign your artwork. We will put the winning entrant's name somewhere on the vehicle.

Do not use any copyrighted material (example: Mickey Mouse, Superman, etc.)

### OTHER INFORMATION

The top three designs (including the one being installed on the bus) will be announced on or before July 19th on Lextran's website and official social media. Winners will be contacted by phone once the announcement is made.

The winning design will be installed sometime in July and will be on the bus for at least 3 months. After those three months the wrap will remain until other advertising for the vehicle is sold.

The winning design will be copied as closely as possible, but keep in mind there may be slight variations or differences when digitizing and scaling to the full size of the bus.

Contest rules are established solely by Lextran. Lextran reserves the right to change the contest rules in its sole discretion.