Hyde Park City Logo Redesign Contest – Official Rules

Purpose

Hyde Park City is inviting artists, designers, and community members to submit proposals for a redesigned city logo. The new design should reflect the identity, history, and aspirations of our community while offering flexibility for use across multiple departments.

Eligibility

- Open to all residents, students, and designers with a connection to the municipality.
- Both individual and group submissions are welcome.
- City employees are allowed to participate.

Design Requirements

1. *Simplicity & Versatility*
    - The logo must be clear, recognizable, and effective at all sizes.
    - Avoid fine details that may be lost when scaled down or reproduced in print, embroidery, or digital applications.
2. *Customization Options*
    - The core design should allow for department-specific variations (e.g., Building, Parks, Public Works).
    - Customization may include text labels, subtle color accents, or minor graphic elements while maintaining overall consistency.
3. *Inspiration & Heritage*
    - Designers are encouraged to thoughtfully incorporate symbols or motifs from previous logo(s) as a nod to continuity.
4. *Format & Technical Requirements*
    - Submit designs in vector format (.AI, .EPS, or .SVG) and high-resolution .PNG/.JPG.
    - Provide versions in full color, black & white, and single-color.
    - Design must be original and free of copyright restrictions.

Submission Guidelines

- Submit up to **three (3)** designs.
- Include a short description (max. 300 words) explaining the design concept and how it reflects the community.
- Submit designs to cityoffice@hpcutah.gov by December 1, 2026 at 5:00 pm.

Selection Process

- A review committee composed of city officials and community representatives (chosen by the mayor) will select up to five (5) finalists.
- Finalists will be displayed publicly for community input for a minimum of 3 weeks.
- The winning design will be selected by the city council based on community feedback, creativity, usability, and alignment with the design requirements.

Prize

- The winning entry will receive a $500 prize, recognition at a city council meeting, and will be featured in the city newsletter.

Rights & Usage

- By submitting, entrants grant the municipality the right to reproduce, adapt, and use the logo in official materials.
- The winning design becomes the property of Hyde Park City.

Previous Logo



Current Logo

HYDE PARK CITY

established in 1860