

## **Placer Prescribed Burn Association Logo Contest**

Contact Cordi Craig at [cordi@placerrcd.org](mailto:cordi@placerrcd.org) with questions.

[Submit application here.](#)

### **Background Information:**

As Californians, we live in a fire-dependent ecosystem. Our native plants and animals have co-evolved and adapted to the application of low- to moderate-intensity fire. However, fire suppression policies and the forced removal of indigenous people who actively managed the land using fire have led to an overwhelming buildup of fuels, leading to high-severity wildfires that have leveled communities and destroyed millions of acres of forests. In response, community-led burning efforts, called prescribed burn associations (PBAs), are helping private landowners use low- and moderate-intensity fire to remove fuels, improve community safety and evacuation routes, and improve forest health.

Placer Prescribed Burn Association (Placer PBA) Mission Statement: Placer PBA is dedicated to building wildfire resiliency one acre at a time. Placer PBA trains community members and private landowners to gain the capacity, skills, and knowledge to return fire to the landscape by establishing strong roots in education, collaboration, and action. Through partnerships with Tribes, land stewards, and federal, state, and local agencies, we are building a foundation for the continued application of safe, legal, and ecologically beneficial prescribed burns.

### **Guidelines:**

The Placer PBA Logo Contest is funded by the [Coalitions and Collaboratives, Inc., Action, Implementation, and Mitigation \(AIM\)](#) grant. Placer Resource Conservation District (Placer RCD) received this grant funding in August 2022 and it has helped support Placer PBA's educational workshops, training burns, and outreach work. To avoid bias, submissions will be assigned a random number by a Placer RCD staff member that is not affiliated with the ranking committee. No names will be associated with images when reviewed by the ranking committee. The winning artist will receive a check for \$500.00.

Artists interested in applying are encouraged to explore the prescribed burn programs offered at Placer RCD including the [Placer Prescribed Burn Association](#) and the [Prescribed Burning on Private Lands \(PBPL\) Program](#). To learn more about the program, check out CAL FIRE's [video highlighting the PBPL program](#) and [KVMR's recently featured story](#) on their radio show.

To be considered for this logo contest, the artist must submit the following, at a minimum:

- 1) The artwork should be vector-based (not raster). As such, uploading in Adobe Illustrator (.ai), Scalable Vector Graphics (.svg), or CorelDRAW (.cdr) is ideal.
- 2) The artwork must be easily manipulated to fit multiple applications and different mediums.
- 3) The artwork must be submitted through [Google Forms](#) by midnight on August 7, 2023.
- 4) When submitted, the artwork must be titled "PlacerPBA\_Logo\_FirstNameLastName"
- 5) The image must appropriately represent the mission of the Placer PBA (see above).

**What we're looking for:**

- Placer PBA is looking for an image, graphic, or symbol that can stand alone, without text. However, the artist must be aware that in many cases there will be text associated with the logo that Placer PBA retains creative autonomy over. For example, “Placer PBA” or “Placer Prescribed Burn Association” may be placed underneath or to the right of the artwork depending on the medium that it is being presented on. **However, submissions must not include text. Submissions that utilize text will not be considered.**
- The image should be simple and use no more than 3 to 5 colors, **and** look equally good in black and white.
- Some key words and messaging that Placer PBA is looking to convey include fire resiliency; forest health; community health; return of low-intensity fire; accessibility; collective action; biodiversity; stewardship; benefits of fire; Generally, Placer PBA would like to communicate the importance of returning low-intensity prescribed fire to the land to improve the health of our forests and our communities.
- The winning artwork will be readily modified and scaled to fit multiple applications.
- The image/graphic/symbol may be adjusted for shade, tone, transparency, or other aesthetic elements.

### **Ranking Elements:**

The submission will be ranked using the following criteria: Relevance, Creativity/Originality, Aesthetics, and Applicability. The winning image may be chosen by members of the PBA Advisory Committee and staff at Placer RCD. The ranking criteria serve as guidelines for the ranking committee, but Placer RCD reserves the right to override the committee and choose the winning submission. Placer RCD reserves the right to refuse applications that do not meet the vision or missions of the organizations, fit the criteria, or meet the minimum qualifications. Placer RCD reserves the right to refuse all applications. Application scores of 10 or less will not be considered.

4 - Extremely

3 - Mostly

2 - Somewhat

1 - Poor

**Relevance:** The artist created a product that is relevant to the organization and accurately captures the mission of Placer PBA. The artwork is representative of the forested ecosystems in Placer County.

**Creativity/Originality:** The artist expressed ideas in an imaginative and inventive manner.

**Aesthetics and Conceptual Representation:** The product is aesthetically pleasing and can be interpreted by almost any audience member.

**Applicability:** The image would be easily tailored to a variety of different platforms including digital platforms (websites, social media), publication materials (fliers, pamphlets, etc.), clothing, stickers, and other forms of outreach materials.

**The Fine Print:**

By applying to this logo contest, the applicant agrees that Placer RCD owns the rights to the image. Other than the contest winnings, the artist is not eligible for any additional monetary compensation for use of the image, except in cases where a separate agreement has been reached between the artist and Placer RCD. The artwork may be used on multiple platforms including, but not limited to, stickers, clothing, social media, websites, pamphlets, fliers, pens, and other promotional items. The artist may share the logo on their portfolio, website, and social media with appropriate tagging of Placer RCD and Placer PBA. Placer RCD will highlight the winning artist over social media platforms including Facebook, Instagram, LinkedIn, and Twitter.

Direct all questions about the Placer PBA Logo contest to Cordi Craig at [cordi@placerrcd.org](mailto:cordi@placerrcd.org).

**Contest Timeline:**

Application Deadline: August 7, 2023

Ranking Deadline: August 14, 2023

Applicants will be notified no later than August 30, 2023