



Make Rt. 66 history and  
be creative in the process!

THE ROUTE 66:  
THE ROAD AHEAD INITIATIVE

NAME &  
LOGO  
CONTEST

Participate in the **Name & Logo Contest** sponsored by The Route 66: The Road Ahead Initiative.

The Route 66: The Road Ahead Initiative is sponsoring a contest to create a name and logo for its new organization. The past two years, a group of Rt. 66 stakeholders, facilitated by the World Monuments Fund and the National Park Service, have been working to establish a new organization dedicated to fostering collaboration amongst all Route 66 stakeholders, with a specific mission to:

*Revitalize and sustain Route 66 as a national icon, for the benefit of all Route 66 communities, travelers, and businesses/attractions, through collaborative partnerships focused on promotion, preservation, research/education, and economic development.*

Because the Route 66: The Road Ahead Initiative is evolving into a new organization, it needs a new name (...let's face it, the current one is something of a mouthful!)

So, in a spirit of collaboration we are holding a contest to come up with a name and logo for this new organization – and you're invited to take part.

Our goal is to identify an easy to remember name and a quickly recognizable logo, which reflect the mission of the Road Ahead Initiative and assist in our efforts to market, promote, and establish a brand for this new organization.

The guidelines, rules, timeline, etc. of the **Name & Logo Contest** are shown below.

## CONTEST GUIDELINES

- The Name & Logo Contest is open to anyone age 16 and above, anywhere in the world.
- Maximum entry is one name suggestion and one logo design per contest entrant. Name suggestions may include a “tag line” if the contest Entrant wishes to do so.
- There are no requirements in terms of specific text that needs to be included in suggested names, nor are there requirements for any specific images or artistic elements that need to be included in logo designs. Names and logo designs are left completely to each contest participant’s imagination and creativity.
- All name suggestions submitted in the Name & Logo Contest become the sole property of the Route 66: The Road Ahead Initiative, with the entrant relinquishing all rights to use the submitted name. Submission also acknowledges the right of the Route 66: The Road Ahead Initiative to modify suggested names.
- All logo designs submitted in the Name & Logo Contest become the sole property of the Route 66: The Road Ahead Initiative, with the entrant relinquishing all rights to use the submitted logo.
- Submission of a name and/or logo design in the Name & Logo Contest, acknowledges the right of the Route 66: The Road Ahead Initiative to use it for publication, exhibition, sale, branding, marketing, and/or promotion. Submission also acknowledges the right of the Route 66: The Road Ahead Initiative to modify logo designs.
- Name entries must be original text independently written and submitted by the contest entrant.
- Logo entries must be original, independently executed artworks designed, completed, and submitted by the contest entrant.
- The Route 66: The Road Ahead Initiative has sole discretion in reviewing and selecting the winning name and logo submitted as part of the Name & Logo Contest.
- If it so determines, The Route 66: The Road Ahead Initiative may choose as a contest winner, only the name, out of the combined name and logo, submitted by a contest entrant.
- If it so determines, The Route 66: The Road Ahead Initiative may choose as a contest winner, only the logo, out of the combined name and logo, submitted by a contest entrant.
- Contest entrants may choose to submit only a suggested name, and not a proposed logo, if they wish.
- Contest entrants may choose to submit only a proposed logo, and not a suggested name, if they wish.
- Contest entrants should bear in mind that the ultimate audience/market of the Name & Logo Contest will be broad-based and of all ages. Accordingly, suggested names and proposed logo designs should be appropriate for public display. Names or logo designs that are political or inappropriate in nature will not be accepted.
- The Winner of the Name & Logo contest will be announced via a nationwide press release and noted on the Road Ahead website.

## ENTERING THE NAME & LOGO CONTEST

- Individuals entering the Name & Logo Contest must submit a completed Application Form that includes their suggested name and/or proposed logo design.
- Completed applications will be accepted through April 18, 2016. Applications received after April 18, 2016 will not be accepted.
- Applications are available on the website of The Route 66: The Road Ahead Initiative - <https://sites.google.com/site/66roadahead/>

## ENTRY FEE

- There is no entry fee to participate in the Name & Logo Contest.

## SUBMITTING SUGGESTED NAMES & PROPOSED LOGO DESIGNS

Contest Entrants may submit their suggested name and/or logo design via either of the following means:

### Email

Forward completed application (which includes your suggested name and/or logo) and, if submitting a proposed logo design, attach it to your message, then email your completed application to:  
[rt66theroadahead@gmail.com](mailto:rt66theroadahead@gmail.com)

### United States Postal Service

Mail completed application (which includes your suggested name and/or logo) and, if submitting a proposed logo design, include it on a thumbdrive or burn it on a CD/DVD, then mail your completed application and thumbdrive or CD/DVD, to:

The Route 66: The Road Ahead Initiative  
Name & Logo Contest  
Post Office Box 166  
Atlanta, Illinois 61723

Contest entrants are responsible for all costs associated with submitting their individual applications and/or logo designs.

## JUDGING CRITERIA

- Entries submitted for the name of the new organization being created by The Route 66: The Road Ahead Initiative will be judged on originality and usefulness in terms of helping promote, brand, and/or market the new organization.
- Entries submitted for the logo of the new organization being created by The Route 66: The Road Ahead Initiative will be judged on originality of design, overall concept, quality of execution, and usefulness in terms of helping promote, brand, and/or market the new organization.
- The Route 66: The Road Ahead Initiative is the sponsor and administrator of the Name & Logo Contest. All decisions by it regarding judging and selection of winners are final.
- The Entrant submitting the winning name for the new organization being created by The Route 66: The Road Ahead Initiative will be notified by May 6, 2016.
- The Entrant submitting the winning proposed logo design for the new organization being created by The Route 66: The Road Ahead Initiative will be notified by May 6, 2016.

## TIMELINE

March 1, 2016 – Applications for the Name & Logo Contest made available.

April 18, 2016 - Completed applications due. Applications received after April 18, 2016 not accepted.

May 6, 2016 – Winning Entrant submitting the name and/or logo design selected for the new organization notified.