

Design Competition:

Green Corridor seeks a brand image to spread the message of community sustainability

“The Green Corridor” is a sector of Milwaukee located on South 6th Street from West Howard Avenue to West College Avenue in the heart of the 13th Aldermanic District known as the Garden District. The Green Corridor is led by a steering committee that has been working with 39 individuals from various governmental, advocacy, business and neighborhood associations to brand and establish “The Green Corridor” as a showcase sustainable complete street. In June 2011, Milwaukee Common Council passed a resolution recognizing South 6th Street from West Howard Avenue to West College Avenue as “The Green Corridor.”

Graphic Design Contest

The “Green Corridor” Steering Committee is conducting a community wide contest to develop a “brand” logo that is an easily identifiable graphic art to be utilized on supporting graphic material including but not limited to business cards, placards, posters, banners, and a number of signs throughout the corridor. The contest is open to area residents, artists, students, public relations and marketing firms and interested parties. The winner of the contest will be recognized with a resolution passed by the Milwaukee Common Council honoring the winner and a copy of the resolution will be mounted on a plaque presented to the winner. In addition, a sign will mounted at a location in the corridor that will display the artist’s name and year designed.

The contest is open to area residents, artists, students, public relations and marketing firms and interested parties. The winner of the contest will be awarded a decorative plaque. In addition, a bronze plaque mounted at a corridor landmark will display the artist’s name and year designed.

Design Parameters

1. No advertising, religious or political messages are permitted as part of the design.
2. Colors are limited to a maximum of four (4).
3. Graphic should also be presentable in black and white.
4. The words “Green Corridor” should be incorporated with the graphic.
5. Verbage is permitted as an integral part of the graphic.
6. Use of the graphic will be used on two sided signs and banners therefore; the graphic must work when viewed from both sides.
7. The design should allow for mounting (a 2 inch border is suggested but not required). Note: In all other uses an edge should be incorporated for handling of printed material by a commercial printer allowing for bleeds, etc.
8. Graphic should be scalable for use on business card or a larger street banner (72”X38” maximum size).
9. Graphic must be able to be cut from a “stick on” film utilized by sign manufacturers.
10. Graphic must be able to be viewed by motorists travelling at 35-40 mph. Note: Simplicity of design will create a more easily recognizable image.
11. A specific theme has not been identified to give the contestants creative liberties. Keep in mind that the green corridor is about sustainability and the goals as noted in the Vision should be first and foremost in the graphic design elements.
12. The Graphic may simply be a stylized version on the words “Green Corridor”.

The Green Corridor

Released November 2, 2011

Vision and Goals

The vision of “The Green Corridor” as both a physical place and as living sustainable laboratory is to achieve green goals in order to leverage relevant resources and knowledge to showcase a full range of sustainable technologies and innovation.

The goals are:

1. Serve as a demonstration site of green technology and innovation relative to water quality and quantity, smart energy, air quality, and green job creation.
2. Educating businesses and residents about sustainable technology best practices and encouraging their application in commercial and residential sectors.
3. Enhancing Milwaukee's image as a sustainability leader and the Garden District as a model for community sustainability.
4. Beautifying South 6th Street and surrounding areas with increased landscaping.
5. Building and expanding partnerships to continue to evolve “The Green Corridor.”
6. Supporting the area's Aerotropolis (Business Improvement District #40) efforts.

Submittal Requirements

- ✓ The design should be colored and scaled. For example, a 2'X7" banner could be submitted at 6" by 1'9". Hand drawings are acceptable as well as computer drawings. Computer drawings should be submitted in the following formats .pdf, .eps, .ai or jpg.
- ✓ Design Deadline : Wednesday, December 7, 2011 by 3pm (CST)
- ✓ Submit designs in a sealed envelope with the entrants contact information in the envelope.
- ✓ For questions and submitting design contact:

Joe Wilson, Executive Director
Keep Greater Milwaukee Beautiful
1313 W. Mount Vernon Avenue
Milwaukee WI 53233
414-272-5462 ext. 103