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FOR INFORMATION CALL

November 8, 2011

Ald. Terry L. Witkowski
(414) 731-0472

Design Contest Launched for Green Corridor

Corridor panel seeks brand image to spread the message of community sustainability

A community wide contest to create a brand image for “The Green Corridor” has been launched to help showcase Milwaukee’s first completely sustainable green street.

Alderman Terry L. Witkowski, who authored the successful Common Council legislation to designate the **three-mile stretch of S. 6th St.** from W. Howard Ave. south to W. College Ave. as “The Green Corridor,” said the contest is open to area residents, artists, students, public relations and marketing firms and other interested parties.

“I think this contest is an excellent way to involve the wider community in The Green Corridor,” he said. “The corridor will likely become the model for other sustainable, green streets in Milwaukee that can spur economic development because they appeal to businesses and individuals who are committed to a sustainable future.”

The contest is being run by the **Green Corridor Project Committee** (Alderman Witkowski is a member), a panel that includes 39 individuals from various governmental, advocacy, business and neighborhood associations. The contest **deadline is 3 p.m. on Wednesday, December 7, 2011.**

Vision and Goals

Alderman Witkowski said the vision of “The Green Corridor” as both a physical place and as a 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.”

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Design Contest/ADD ONE

The alderman said the goals of the corridor are:

1. To 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. To educate 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 S. 6th St. 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.

Contest Details

- Entrants should submit an easily identifiable "brand" logo to be featured 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 other interested parties.
- The winner of the contest will be recognized with a special resolution passed by the Milwaukee Common Council honoring the winner and a copy of the resolution will be mounted on a plaque and presented to the winner. In addition, a bronze plaque will be mounted at a location in the corridor that will display the artist's name and year designed.

Design Parameters

- No advertising, religious or political messages are permitted as part of the design.
- Colors are limited to a maximum of four (4).
- Graphic should also be presentable in black and white.
- The words "Green Corridor" should be incorporated with the graphic.
- Verbiage is permitted as an integral part of the graphic.
- The graphic will be used on two-sided signs and banners; therefore, the graphic must work when viewed from both sides.
- 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.

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Design Contest/ADD TWO

- Graphic should be scalable for use on business card or a larger street banner (72" X 38" maximum size).
- Graphic must be able to be cut from a "stick on" film utilized by sign manufacturers.
- Graphic must be able to be viewed by motorists traveling at 35-40 mph. Note: Simplicity of design will create a more easily recognizable image.
- 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.
- The graphic may simply be a stylized version on the words "Green Corridor."
- The design should be colored and scaled. For example, a 2' X 7" banner could be submitted at 6" by 1'9". Hand drawings are acceptable as well as computer drawings.
- Submit designs in a sealed envelope with the entrant's contact information in the envelope.
- Design Deadline: Wednesday, December 7, 2011 by 3 p.m. (CST).

For questions and submitting designs, please contact:

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