

DESIGN A TRANSIT BUS CONTEST

BROCHURE AND APPLICATION FORM

Who can enter the contest?

The contest is opened to all residents of Coos County.

What do I have to design?

Participants will design a wrap (artwork that covers at least half of the vehicle) promoting public transportation and features of Coos County. Your design must feature a short, one sentence slogan that either (a) promotes public transit in general or (b) points out one or more of the benefits of public transit. We've enclosed some background information about public transit and Coos County Area Transit to give you some ideas. Please read the technical requirements and feel free to contact us with any questions.

When is the deadline?

Entries must be received by 5:00PM on July 1, 2017. Entries may be mailed or dropped off at Coos County Area Transit Attn: Rebecca Jennings, 2810 Ocean Blvd SE, Coos Bay, OR 97420

How will entries be judged?

Entries will be judged by a panel consisting of transit staff members, transit advisory board and coos county business and art professionals. Final decision will be made by the Coos County Commissioners.

When evaluating entries, judges will consider the following criteria:

- 1) Does the design promote public transit in general or point out one or more of its benefits?
- 2) Is the slogan short and memorable, and is the text legible?
- 3) Is the design eye catching?
- 4) Is the overall composition balanced and unified?
- 5) Does the entry meet all technical requirements?

The winners will be announced in August 1, 2017. The designs that win will be placed on a Coos County Area Transit bus. The winner's signature will be displayed on the graphics.

Questions?

Contact Rebecca Jennings at 541.267.7111 or ccat@coostransit.org

Background information for the development of a slogan and concept for your design

Who is Coos County Area Transit?

Coos County Area Transit, better known as CCAT is the Coos County's public transportation system. CCAT provides transportation solutions that make Coos County a better place to live, work and visit. Some of our services include:

- Fixed route buses that serve Charleston, Eastside, Coos Bay and North Bend and meet up with other buses in our system, stopping at essential services, including the hospital, medical centers, and the college and shopping venues.
- Dial-a-Ride buses that transport people who are seniors or disabled unable to use the fixed route system.
- Intercity connector routes to and from Coquille. Myrtle Point and Lakeside/Hauser.
- Once a week service to and from Powers.
- Dial-a-Ride services provided in Bandon, Coquille and Myrtle Point.

Coos County Area Transit facts

- All CCAT buses are 100% mobility aid accessible. That means anyone using a wheelchair, electric scooter, walker, cane or anyone who simply can't make the steps can board our buses.
- CCAT operates over 14 buses and more are on the way.
- Taking the bus is cost effective. A one way ride on the fixed route system is just \$1.25 and includes transfers to other routes.
- Take your bike on the Loop Buses and Intercity Connectors. Biking is a great form of exercise and helps air quality.

Benefits of taking CCAT

- Independence! No more waiting for rides. Go where you want, when you want.
- Save money! On our Loop Buses, getting there and back is less than a gallon of gas.
- Leave the driving to someone else and spend your time reading or relaxing.
- One full bus can take 16 cars off the road. That means less traffic congestion and less air pollution.

Environmental facts

- Most air pollution comes from cars and trucks.
- On average, a person can save 200 gallons of gas per year by taking transit to the places they go. Multiply that by the current price of a gallon of gas and that's a lot of money saved.
- Every day you breathe 3,960 gallons of air. When the air is dirty, that pollutes our lungs.
- The major pollutants are ozone, carbon monoxide and particulate matter.
- Commuting one day a week by transit save approximately 23 pounds of carbon emissions.

Technical Requirements for producing your design

For designs drawn by hand (painting or color drawings)

- 1) Use white paper or poster board with a smooth finish. Artwork on textured paper will not reproduce accurately when the design is transferred to the vinyl wrapping material
- 2) If you make a drawing, use markers rather than color pencils. Lines drawn with color pencils may be too light and soft to reproduce accurately.

For designs made on a computer

- 1) Use Adobe Illustrator or CorelDraw. Do not use Paint or Adobe Photoshop
- 2) Do not use photographs
- 3) Use the attached template for your design
- 4) Save your files to CD or DVD and include the following:
 - a. If using Adobe Illustrator, save as an AI or EPS file. If using CorelDraw, save as a CDR file
 - b. ALL fonts in your design need to be converted to 'outlines'. In Adobe Illustrator, select all your fonts, go to: Type>Create Outline

Suggestions for a winning design:

- A design with large elements will look better than a design with a lot of small, complicated elements
- Bright, bold colors will look better than soft pastel colors
- Keep your text fairly large. Remember, people will be trying to read your slogan as the bus is moving
- Do not use copyrighted material (example: Mickey Mouse, Spiderman etc.)

Application Form

Please print. Must be signed and submitted with entry

Name

Age

Phone Number

--

Address

City

State

Zip

--

Slogan used in your design

--

Release Agreement

I certify that the artwork I have created and submitted to Coos County Area Transit is original. I understand that, upon submitting my design, I give up any claim to ownership and my design becomes the sole property of Coos County Area Transit. I agree that Coos County Area Transit may use my name, artwork and words with any necessary changes or alterations in current and future promotions.

Signature

Date

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Parent or Guardian's signature (if applicant is under the age of 18)

Signature

Date

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