



Presented by 44th North Advertising & Design and Steinert Printing

Does your company logo reflect who you are and what you stand for today?
Have you looked at it lately with a critical eye trying to see it the way others do?
Maybe the colors are out dated, or the font screams old school.
Is it difficult to reproduce in certain sizes, hard to read or are you just plain sick of it?

We have a great opportunity for you!

Enter your existing company logo, brochure or other printed marketing materials in our Brand NEW Makeover Contest for a chance to win a completely new corporate look.

Show us how desperate you are for a corporate make-over. Send us your ugly or embarrassingly-outdated brochure, business card, or other sales collateral to be entered into the Brand NEW Makeover Contest. One piece or an entire portfolio can be submitted. (Hint—if your materials are completely unrelated, it could earn you extra points...)

Entries will be judged by our panel of professionally trained graphic designers, Jim Robeson, Sales Manager at Steinert Printing Company, and commercial photographer Don Stolley. The company with the existing logo deemed most in need of a makeover will receive a minimum of six logo design options to select from and up to twelve hours of design time to use toward the development of a new brochure. Additionally, Steinert Printing will provide up to \$500 worth of printing for the finished materials.

Send us your entries in a pdf or jpeg format via email to sales@fortyfournorth.com, or hard copy to Brand NEW Makeover Contest, c/o 44th North Advertising & Design, PO Box 769, Oshkosh WI 54903-0769. Entries must be received by September 24, 2010 at close of business.

Contest Rules:

1. You must be authorized to submit the company logo and to make marketing and purchasing decisions.
2. The company or business must be located in North East Wisconsin.
3. Entries must be received by September 24, 2010 at close of business.
4. Entries may be in the form of a company logo, business cards, letterhead, brochures, or other printed collateral.
5. Winning entry will be determined by a panel of judges selected by 44th North Advertising & Design, and their decision is final.
6. Before any work is begun on the winning entry, a contract outlining the scope of the project must be signed.
7. Prize is based on 4 hours of logo development and 12 hours of layout time for a basic tri-fold brochure, each with a limit of 2 minor revisions. Any change of scope in the projects, or additional hours will be the financial responsibility of the winner and agreed upon before work commences.