

- 2) The logo may incorporate imagery or abstract symbols (e.g., southwest, desert or other Sun City theme), so long as the full BFDC name is included somewhere in the logo.
- 3) The logo must incorporate an image relevant to BFDC (for instance the current logo image).
- 4) To this extent, the full BFDC name can be displayed in a smaller font size than the main image, if there exists a main image.
- 5) The logo must be appropriate for a professional setting.
- 6) The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. The best logos are simple (e.g., Nike, McDonald's and Apple).
- 7) No more than two types of fonts.
- 8) Please keep colors to a minimum.
- 9) Use of color is recommended, though the logo may also be produced in black and white, colors should be kept to a minimum.
- 10) It should be visually appealing on both small (as small as 2 inches x 2 inches) and large scales.
- 11) If you use any free stock pictures or graphics you must provide the source so that we may ensure no trademark infringement.
- 12) Any "trademarked" work submitted will be disqualified.

**FORMATTING:** For purposes of submission, please submit the design in a high resolution graphic file such as Tiff, JPG or a vector file if you have the capability. A hand drawn graphic is also acceptable. The winning logo will be provided to a professional service to be converted into a high-resolution vector file.