



Town of Batavia is Seeking a New Logo

Opportunity for Community Residents, Students & Graphic Artists

Batavia, New York – Following a successful contest to have a logo created for The Ellicott Trail, Town of Batavia Officials are hoping to use a similar method to select a new town logo. Ideally, the logo would incorporate the town's rich history and rural nature, while giving a nod to recent development.

The original town of Batavia included practically the entire Holland Land Purchase which was nearly all of Western New York. The town was formed by act of the Legislature, March 30, 1802. Alexander, Bergen, Bethany and Pembroke were set off in 1812, and Elba and a part of Stafford in 1820. The first town meeting was held at the tavern of Peter Vandeventer (now Newstead, Erie County) March 1, 1803.

Today the Town is home to nearly 7,000 residents, a number of farms, shops, parks, and industrial parks. The town is bisected by the Tonawanda Creek, Interstate 90, and a number of state routes including Routes 5, 33, 63, and 98 which has given the town its current slogan "All Roads Lead to Batavia".

The new logo will be used on a wide range of applications including but not limited to exterior signs, Town vehicles, and the Town's Website. **Entry deadline is April 30, 2017.**

- Entries must represent well in black and white format but full color logos are encouraged
- Every entry must include the verbiage "Town of Batavia" and its Establishment date (1802)
- In addition to the Town's Name and Establishment Date, an additional graphic element or design solution is encouraged.

To submit entries:

- Hard copy entries sent to: Teresa Morasco, 3833 West Main St Rd, Batavia, NY 14020
- Electronic submittals via Email to: logo@townofbatavia.com
 - Emailed as JPG files, no smaller than 500KB / no larger than 3MB
- There is no limit to the number of entries one person or team can submit.
- No entries will be returned.
- Winning entries become the exclusive property of Town of Batavia for its unlimited use.
- All entries must include designer's: Name / Address / Contact Phone Number