

NAAF Logo Design



CALL FOR ENTRIES: Santa Fe Community Foundation Native American Advised Fund Logo Design

The Santa Fe Community Foundation announces a call for the design and creation of the visual identity of the Native American Advised Fund at the Santa Fe Community Foundation. An honorarium of \$1,000 will be awarded to the winning logo design. **Deadline for submissions is Monday, May 31, 2021.**

About:

The Native American Advised Fund, at the Santa Fe Community Foundation, was established in 1993 with a gift from the late Allan Houser (*Chiricahua Fort Sill Apache*), a humanitarian and one of the world's great artists. Grants are made from the fund based on the recommendations of an advisory committee. All members of the advisory committee are drawn from the local Native American communities.

The purpose of the Native American Advised Fund is to enhance Native lifeways now and for future generations in New Mexico by promoting a spirit of sharing and supporting community initiatives. The Fund supports efforts that emphasize the commitment to Native core values: community, language, culture, and environment. Since 1997, the Native American Advised Fund has granted over \$500,000 to over 60 different tribes, schools, and organizations. The Fund will operate in perpetuity, benefiting this and future generations.

Requirements:

- The design should be colorful and graphically appealing in its representation of the Native American Advised Fund.
- Design should relate to Native people, New Mexico, or its land and/or surroundings.
- Design should be complementary to the Santa Fe Community Foundation's logo in keeping with its branding. It is the intent to leave as much creative freedom to the applicants, but we recommend that you consult the Santa Fe Community Foundation's website for further review. Click for [horizontal](#) and [vertical](#) logos.
- Applicants should be Native Americans living in New Mexico.
- Readability in both forms and fonts are among the primary characteristics of the logo; it should include the name, Native American Advised Fund.
- All designs must be original, with a maximum of four colors.
- Applicants may send more than one logo design.
- The logo should be provided in vector format (.eps, .ai, with transparent background) and in photo format (.png with transparent background and jpeg); it must have resolution options that overlay it for a video up to 300dpi; and it must be possible to apply either on light or dark backgrounds or with the same file or with two files, one positive and one negative. Color profile in RGB and CMYK (for color printing).
- The selected logo design will become the exclusive property of the Santa Fe Community Foundation, with all copyright and use of the design held by the Foundation.

Logo designs for consideration should be submitted using [this form](#).