



SAC-ACE Creative Design Competition

Signs & Potatoes. It's Just So Obvious!

Attention student designers and potato aficionados!

Win \$500 and free admission to the 2016 Sign Expo Canada
(formerly CONSAC)

As designers, we dream of opportunities to cut-loose creatively – and define the very character of the business we are entrusted to enshrine with signs.

The SAC-ACE Creative Sign Design Competition revolves around you designing the signage related to this unique hot spot – factoring into your design the unique features of this business, the name, the accompanying sketch, the market area and judging criteria (see next page).

Use the provided sketch as the base of your design and choose colours, finishes, superimpose signage and accent lighting per the building specifications as indicated. Consider the location, type of business and sign by-laws in your submission.

THE SCENARIO

Whip up your creative juices! In keeping with the publics' current infatuation with the culinary arts, you are tasked to work with our hypothetical client who has created a unique dining concept. It's based on the universally known and popular staple – **THE POTATO!**

Your eccentric client has a budget to match his enthusiasm – and is even open to a name change if “*Potato – Pot-ah-to*” is deemed less than effective. The client had thrown around other names including *Taters*, *Spuds Galore*, *Patooties*, *Potato Palace*, etc. *Potato – Pot-ah-to* plays on the inference that how you pronounce the word determines your level of sophistication – just as your design choices will represent and reflect either vichyssoise or cold potato soup!

This fanciful project gives you carte-blanc to be the driving force in projecting and promoting – visually – a new dining concept while showcasing your creativity.

SUBMISSION DEADLINE: AUGUST 12, 2016



DESIGN CRITERIA & GUIDELINES

THE MARKET AREA

- This is a stand alone corner location in a commercial zone
- Fascia signs cannot exceed 200 sq. ft.
- Pylon sign – 25 ft. ht. – max 150 sq. ft., it can include a non-animated RGB screen for changeable messages
- Entrance/exit signs – max 5 ft. @ 10 sq. ft.

THE JUDGING CRITERIA

- Graphics for originality and content
- Balance – legibility/visibility – day and night
- Architectural/integration, skillful incorporation of signs
- Lighting as a complementary means to achieve a total visual identity

THE SKETCH (Click [here](#) for a larger view)



HOW TO ENTER

The contest is open to SAC-ACE members and non-members. Simply submit your design drawing(s) and any supporting documentation in PDF format by email to info@sac-ace.ca. When submitting your entry, please include: **Name of designer; school, telephone and email address.**

The winner of will be recognized at our annual Friday Night Event on September 23rd.

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