



Listowel's 150th Street Banner Design
Call to Artists and Designers
Issue Date: *January 22, 2025*
Deadline: *February 24, 2025*

About the Street Banner Design Program

The Listowel BIA is seeking designs for Listowel's 150th Street Banner Design program to celebrate Listowel's 150th Anniversary! The Listowel BIA invites artists to submit designs and images for original banner artwork that will be hung in Listowel's downtown area, and on Binnings Street. The banners will be on display between May and August (with the exception of the Canada Day banners in July).

Eligibility

This program is open to artists and designers at all levels of experience. **A preference will be given to artists and designers who reside in Listowel.**

Design Theme

My Listowel

We're seeking designs that encapsulates the theme of "My Listowel." This theme invites artists to create a deeply personal interpretation of what Listowel means to them. It's about capturing the heart of the town through individual perspectives—whether that's favourite landmarks, local traditions, or moments of connection. The design could focus on inclusivity, diversity, and the unique stories that make Listowel a beloved home for all.

Proposed designs for the 150th Banners are encouraged to illustrate creative responses to the idea of what "My Listowel" means to them.

How to Apply

The applicant is responsible for offering a design that illustrates their own interpretation of the theme. The Listowel BIA will be responsible for the fabrication and installation of the banners.

Applicants must supply:

1. Complete the application form found on <https://www.discoverlistowel.com/150th-street-banner-design-program>
2. A colour rendering of your design(s). This may be an original sketch, painting or computer-generated image of the design idea, following the format outlined in the design specifications below. We will accept digital images in JPEG or PDF format
 - a. Applicants submitting in PDF format, must have resolution of 300 dpi.
 - b. Applicants submitting in a JPEG format, must be high resolution minimum of 2 MB
3. Submit the application on the website, <https://www.discoverlistowel.com/150th-street-banner-design-program>

Note: you can propose up to two (2) different banner designs as one single submission.

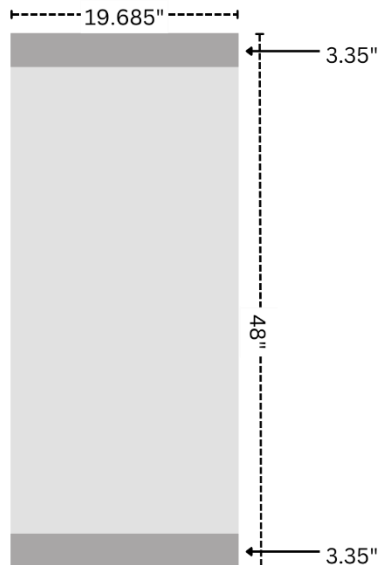
Design Specifications

- Images of original artwork and craft are acceptable, including but not limited to: photographs; digital artwork, painting, illustrations, collage and printmaking, sculptures, ceramics
- All artwork must be original and created by the artist submitting the entry
- Images must be high resolution and a minimum of 2 MB to maintain quality when enlarged to 1.6 ft. by 4ft.
- Images must be in vertical format and cropped to a ratio of approximately 1:2.44. We reserve the right to alter your image to accommodate the banner
- Designs must include '150' within their design, and preference will be given to bright, captivating designs
- Artists may submit up to 2 (different) entries
- Images must be identified by your name and image # (*example: JohnDoe1, JohnDoe2*)
- Artists retain sole copyright of their artwork. The Listowel BIA may use the images for the purposes of promoting
- We reserve the right to add the Listowel BIA logo and Listowel 150th logo to the bottom of the banner

Banner Dimensions

19.685" w x 48" L

Banner sleeve 3.35" on top and bottom edge



Street Banner Installation

Avoid adding any important design elements on the upper and lower 3.35" banner sleeve





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Timing

The selected artist will be notified by March 11, 2025. Banners will be installed on the lamp posts around Listowel from May to August 2025.

The applicant whose banner design is selected will receive an honorarium of \$500 to be paid upon provision of the final design.

Questions

Thank you for your interest! Applicants will only be contacted if their design is chosen. Questions regarding the Listowel 150th Street Banner Design program may be directed to Alyssa at akuepfer@northperth.ca or (519)444-8233. Please indicate 150th Street Banner Design Program in the subject line of emails.

Application form

Applicants must complete the form through the website; <https://www.discoverlistowel.com/150th-street-banner-design-program>