

ART CONTEST – WIN \$200

Develop a Logo for the Central Coast Urban Forest Council (CCUFC)

Submit a single logo: jpg format – **Deadline:** July 1, 2011

E-mail submissions to: Cindy McCall c_mccall@ci.lompoc.ca.us

Winner will be contacted for complete high resolution graphic, fonts, etc.

The Central Coast Urban Forests Council, ([www.caufc.org/Central Coast](http://www.caufc.org/Central%20Coast)) a 501C (3) organization is seeking a Logo Artist to develop our logo. The logo will be used in print, website and other digital material. The logo must contain “Central Coast Urban Forests Council”, may contain CCUFC, and should reflect the nature of our goals and mission.

- **PURPOSE:** The purpose of our logo is branding, marketing and expansion of our Regional Council. Our focus is viability and condition of California's urban and community forests. The primary emphasis of our work is on advocacy and education.
- **VISION:** Over the next five years, our vision is to concentrate our energies and resources on advocacy and education at the state, regional and local levels. Because it represents organizations with a shared focus on urban greening in California, and because we have a regional network that recognizes and responds to local needs, CCUFC is well positioned to advocate for changes in policies, ordinances, and legislation that will increase the level of public investment in urban greening. This vision means that CCUFC will expand the number of organizations that it represents in order to build an effective coalition. This vision also includes tree-related projects and education.

ABOUT OUR PARENT ORGANIZATION: The California Urban Forests Council www.caufc.org is dedicated to the expansion and perpetuation of sustainable urban and community forests to enhance the quality of life for all who live, work or visit in California.

CUFC maintains a spectrum of programs and initiatives designed to constantly improve air quality, conserve and protect precious water, improve the quality of life and add beauty in California. These initiatives include:

- Advocacy and support for public policy and government action which supports holistic ecosystems and encourages the development of policies and practices to sustain such systems;
- The creation of educational materials that offer research, professional expertise and contemporary knowledge to empower California residents to participate actively in urban forestation;
- Development and support for successful local, regional and state-wide urban forestry programs, projects and organizations.
- The California Urban Forests Council is dedicated to one imperative principle: Trees are the heart of healthy communities.