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## PLEASE POST

**Date Announced:** August 17, 2015

**Call to Artists: Artwork for 2016 Colorado Bike Month Poster**

**Contact:** Colleen Miller, Way to Go Program & Marketing Manager, Denver Regional Council of Governments, 1290 Broadway, Denver, CO 80203, or [cmiller@drcog.org](mailto:cmiller@drcog.org) (see submittal instructions for email address to send artwork)

The Denver Regional Council of Governments (DRCOG) is soliciting a call for artists who want to be considered for the 2016 Colorado Bike Month poster project.

Bike Month celebrates biking as a viable, efficient, healthy and fun transportation option.

DRCOG will select a poster from the submitted designs that reflects the fun and freedom bicycle commuting provides. A stipend of \$1,500 will be paid to the selected artist(s) for the poster art and all reproduction rights.

**This call is for an actual Bike Month poster design. Selection will be based on the submitted poster designs. Artists are required to create a Bike Month poster that contains the information provided on the following pages. Criteria and deadlines are also on the following pages.**

## **DRCOG Bike Month Poster Requirements**

The selected artist will be developing A THEME AND DESIGN for the poster based on the following criteria, and by submitting an entry, the selected artist agrees to the following:

- Flexibility. The poster art is the benchmark of all graphic materials for Colorado Bike Month. For continuity, other materials are produced using parts of the entire poster (i.e. print and online ads, T-shirts, television ads, event banners and other print and online collateral, etc.) The poster has to provide for these other uses. When someone sees a part of the poster used in another way, we want them to mentally connect it with the entire Colorado Bike Month poster. The artwork also needs to be easily modified for local community personalization.
- Emotion. The poster should evoke the fun and freedom of safe bicycling for transportation.
- Colorful so people can see it on a T-shirt, in a store window, etc.
- Colors also need to be compatible with screen printing techniques (i.e. spot color works best for T-shirt production)
- The design needs to contain a universal image that can be used throughout the State of Colorado, without identifying a specific place. We don't want a location that could be identified such as a particular Colorado mountain peak, building, streetscape, etc.) By the same token, we don't want it to appear as though it's a generic poster from some other state. So we're asking that it reflect Colorado, but in a general way rather than specific. Obviously this is a difficult aspect of the poster design.
- While the artwork is going to be primarily reproduced in full color, it also needs to work well in black and white.
- If people are part of the design, they need to represent the "every person" – ordinary, everyday people of all ages, ethnicities, shapes and sizes.
- Include aspects that reflect "bicycle commuting." This artwork should not focus on recreational riding such as mountain biking, but rather on biking to work, for errands, to school, etc.
- Final poster size will be 11" x 17" but artwork needs to be developed so it can be reproduced in high resolution for banners and other large signage.
- Provide space on the poster that can be overprinted with sponsor logos or individual community information. We work with 8 different communities that add their local contact, location, sponsor information and logo(s). Typically this overprint is done in black or one of the other colors in the poster.

Below is a sample of the “localized” information so please integrate the following information into your poster design (this is the Denver area poster):

Colorado Bike Month 2016  
Bike to Work Day, June 22, 2016

Presented by the Colorado Department of Transportation’s Bicycle & Pedestrian Programs, the Federal Highway Administration and the Denver Regional Council of Governments.

Free registration:  
303-458-7665  
[biketoworkday.us](http://biketoworkday.us)

Here is some sample copy from Grand Junction:

Colorado Bike Month 2016  
Bike to Work Day, June 22, 2016

Presented by City of Grand Junction CORE, Grand Valley Bikes,  
and the Mesa County Health Department  
with the Colorado Department of Transportation’s Bicycle and  
Pedestrian Programs and the Federal Highway Administration.

- Artwork needs to be provided in digital high resolution format, a minimum size of 11 x 17 and resolution higher than 300dpi, Color mode: CMYK, and accepted file formats are EPS, AI or PDF. Additionally, pieces of the art also need to be provided (i.e. typeface, individual aspects of the poster, etc.) In this way, communities and organizations can use pieces of the poster for their individual needs such as newspaper and online ads, event invitations, banners, signage, etc.
- Artists/Designers are allowed to submit any number of original poster entries; however, you may not submit the same entry more than once. A separate submission form must accompany each poster/s submitted, naming each submitted poster. All information should be completed in English along with a title and a brief description of the poster/s you are submitting. Each entry must be an original unpublished work that you have created that does not include material in which a third party has intellectual property rights. Artwork must not be clearly identifiable as imitative of any existing art or artist. The selected artist hereby agrees to hold DRCOG harmless and indemnify it for any loss, damages or claims arising as a result of the style, content, subject or theme of the artwork.

- DRCOG will retain the exclusive right to use the selected poster, poster art and/or any details thereof, in color, black and white and/or any variation, in promotional materials including, but not limited to, brochures, flyers, print advertisements, T-shirts, other apparel, web pages and television promotions. The selected artwork will become the property of DRCOG, and DRCOG will have the exclusive right to unlimited production of the poster. DRCOG will allow other entities to use the poster, poster art and/or any details thereof for use in their Colorado Bike Month or Bike to Work Day campaigns.
- Note if the poster is not finished (e.g. there are placeholders where artwork should be or other instructions), it will be disqualified.
- DRCOG reserves the right to require the selected artist to make changes to the design and/or text of the poster or poster art.

**Submittal instructions:**

**Interested artists 18 years of age and older may submit their poster artwork on a CD or via e-mail or link (to Dropbox, for example) no later than 5 p.m. on October 12, 2015 to:**

**Via email: [btwd@drcog.org](mailto:btwd@drcog.org)**

**Via mail or in-person: Colleen Miller, Attn: BTWD poster, Denver Regional Council of Governments, 1290 Broadway, Denver, CO 80203.**

**Questions may also be directed to: [btwd@drcog.org](mailto:btwd@drcog.org)**

**The winning artist will be selected by October 23, 2015. Entries will not be returned.**

**Participation constitutes the entrant's agreement to and acceptance of the above terms and conditions. By participating in the Call to Artists, the entrant is representing he/she has read and understands and agrees to bound by said terms and conditions.**

**Important Dates**

Submittal Deadline – October 12, 2015 by 5 p.m. Mountain time

Winning artist notified – No later than October 23, 2015

Bike Month – June 2016

Bike to Work Day – June 22, 2016

