



**TRIBAL  
TECHNICAL  
ASSISTANCE  
PROGRAM**



# CALL FOR ARTWORK



## **The Federal Highway Administration's Local Aid Support (LAS)**

is calling the Tribal community to develop the next innovative logo design of the Tribal Technical Assistance Program (TTAP). TTAP is looking for a new and engaging logo that aligns with its mission and goals of assisting local transportation agencies with implementing safety and mobility programs through technical assistance, training, and program evaluation.

### GOALS

Entries will be judged on visual appeal, concept adherence, logo meaning description, design quality, and ease of reproduction. (Please see guidelines for additional information.)

### DETERMINATION OF WINNER

The winner will be announced during the National LTAP/TTAP annual conference in Columbus, OH, July 17-20, 2023.

**Don't delay! Showcase your creativity by bringing the TTAP purpose to life!**

All entries must be submitted to  
TTAP@DOT.GOV by June 30<sup>th</sup>, 2023

# TTAP Logo Design Guidelines

## I. Overview

To engage Tribal communities and encourage collaboration with the new Tribal Technical Assistance Program (TTAP) centers, the Federal Highway Administration's (FHWA) Local Aid Support (LAS) team is announcing a call for artwork to design the new TTAP logo. The new logo will be used on the TTAP website, social media sites, letterhead, poster, or other marketing material. This document describes the official requirements for participation.

## II. Eligibility

1. This call for artwork is geared towards Tribal communities, however anyone can participate.
2. Participants are permitted to work in groups, however only one winner will be awarded regardless of group size.

## III. Logo Design Guidelines and Parameters

The purpose of this call for artwork is to create a new, innovative logo to be used by the TTAP.

### A. Goals

- The logo must be appropriate for a professional business setting.
- The logo should incorporate the TTAP name (abbreviated or spelled out).
- The logo's design should reflect the vision and mission of TTAP.

### B. TTAP Vision

Through mutual respect and understanding, enhance the quality of life in Tribal communities by building capacity for Tribes to administer and manage their transportation programs and systems.

### C. TTAP Mission

Serve as a go-to local resource for Tribal transportation training, technical assistance, and technology transfer needs and opportunities to effectively carry out the TTAP vision. The logo should illustrate the cultural and social perspectives of historical, current, and future practice of transportation in Tribal lands.

#### **IV. Submission Guidelines and How to Enter**

All participants must submit their artwork electronically to: [TTAP@dot.gov](mailto:TTAP@dot.gov) no later than Friday, June 30, 2023, at 11:59 p.m. EST. Submissions must include the full name (or names if submitting as a group) of who designed the logo, email address, postal address, and telephone number. Only one submission is permitted per person and/or group. Each submission must be sent in a separate email.

Late entries will not be considered. There is no fee to participate in the call for artwork.

#### **V. Determination of Winner**

The winning entry will be selected by the LAS and TTAP Leadership Committee. Their decision will be final.

Entries will be judged on their visual appeal, adherence to the concept, quality of design, a short description of the logo's meaning, and ease of reproduction for the purposes stated above.

The winner will be notified via email and announced at the National LTAP/TTAP (NLTAPA) Conference in Columbus, OH, July 17-20, 2023. It will also be highlighted in the LAS Quarterly Newsletter and posted on the TTAP website.

#### **VI. Intellectual Property**

- Participants affirm their submission are their own original work, have not been copied from other or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
- Submissions become the sole property of FHWA and may be used for any FHWA purposes, including but not limited to, display on websites, social media, business cards, letterhead, posters, and other materials.
- FHWA reserves the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
- FHWA reserves the right to choose not to use the winning entry as described in these guidelines.
- FHWA reserves the right to use all entries for promotional purposes in the future.
- If the winner is determined to have violated any rules, he/she will forfeit, even after the determination of the winner has already been made.

## **VII. Disclaimer**

FHWA is not responsible for late, lost, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are unusable due to computer, internet, or electronic problems. FHWA reserves the right to cancel or modify the call to artwork and award the winner by alternate means if fraud or technical failure is determined at any time by FHWA, including after the submission window has closed. FHWA is not liable, for the purpose of winner notification and delivery, in the event the call of artwork winner has provided incorrect, outdated, or otherwise invalid contact information.