



Call for Earth Day Art 2020

Submissions must be received by March 1, 2020

East Bay Community Energy (EBCE) invites artists to submit their Earth Day inspired artwork design(s) for buttons and/or a poster. The selected buttons and posters will be available for distribution at Earth Day events in April 2020.

This year, Earth Day 2020 marks the 50th anniversary of the biggest environmental movement in the world. EBCE anticipates attending at least twelve events throughout Alameda County to inform residents and businesses about EBCE, the available service options, and local programs. Earth Day events provide EBCE staff and volunteers the opportunity to connect with our communities, and one of the best ways to connect is to share art together! We are asking artists to follow these guidelines:

Suggested Artwork Design Themes:

- Community energy, community health
- Clean power for all

Suggested Aesthetic and Feel:

- Uplifting and inspiring
- Colorful and vibrant
- Symbolism of clean energy and/or community

Participants can include text on the submitted artwork.

Eligibility

- All ages can submit their artwork
- Individuals must live within EBCE's service area*

*EBCE member cities include Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro, Union City, and Unincorporated County of Alameda. Ashland, Cherryland, Fairview, San Lorenzo, Sunol, and Unincorporated Hayward are a part of Unincorporated County and are eligible to participate.

Guidelines

- Designs must be unique and original
- There is no limit on the number of design submissions per participant
- Each participant must fill out an entry form (located at the end of the document)



Submissions

Buttons

Up to three artworks will be selected in the button category. Each awardee will receive \$500, if their design is selected. Buttons will be 1.75 inches in diameter (image below is to scale). Please plan your artwork accordingly.



Poster

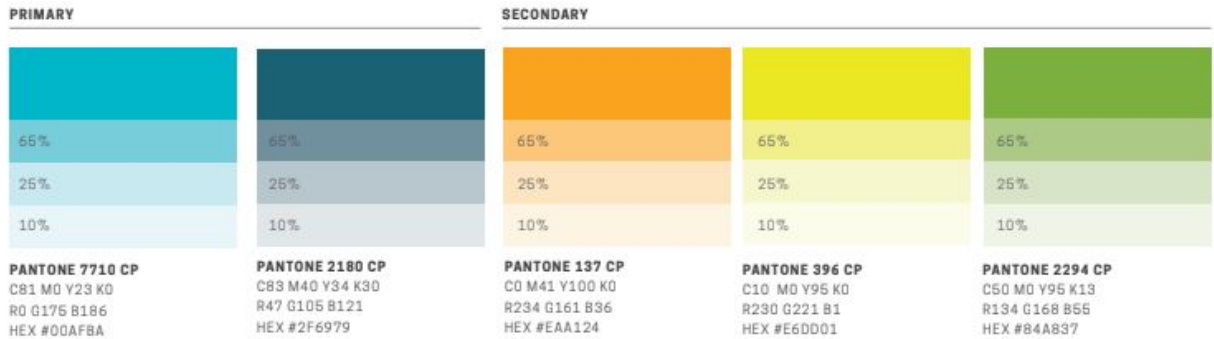
One artwork will be selected in the poster category. One awardee will receive \$500, if their design is selected. Posters will be printed on paper sized at 18" x 24" and can be either landscape or portrait orientation. Please plan your artwork accordingly.





Colors

Here are EBCE’s branding colors for reference. It is not required to use the colors outlined here.



Fonts

If text is an element of the design, EBCE’s typography styles are Cooper Hewitt and Archer. It is not required to use these fonts.

Selection Information

EBCE will review the artwork and select the top five button designs and top three poster designs. The selected pieces will then be posted on our website: ebce.org/earthday2020 to be voted on by the general public. The voting period will be from March 12 - March 18. Up to three button designs and one poster design will be selected. The selected artists will be notified by March 20, 2020.

Selection Criteria

Criteria	Weight
Meets all eligibility requirements	Y/N
Clarity of the theme to the viewer	30%
Creativity and originality	30%
Overall impression	30%
Followed submission directions	10%

Submission Deadline and Guideline

Please email your artwork to Feby Boediarto at fboediarto@ebce.org by March 1, 2020, no later than 11:59 PM. **EBCE will only accept artwork that is sent via email and includes an entry form (located at the end of the document).** Please include “Call to Art Submission” in the subject line of the email. Please name your art file [last name_first name_EarthDay2020](#).



Other Guidelines

- There is no limit on the number of design submissions per participant.
- Artwork can be submitted in the following file: vector, JPEG, PDF, and/or Adobe Illustrator.
- Please indicate on or near the artwork if the specific design is for a button or poster.
- Files are produced in the highest quality of work (i.e. 300 ppi).
- If files are too large (i.e. 50 MB), please provide a link to a file sharing site such as Dropbox, Sharepoint, or Google Drive. Large files may be zipped.

***External Key Dates**

- January 14, 2020: Call for Art posted on ebce.org/solicitations
- March 1, 2020: Artwork submissions due
- March 12, 2020: Top designs to be posted on our website and voting opened
- March 18, 2020: General public voting closes
- March 20, 2020: Selected artwork announced
- April 9- 30, 2020: Selected artwork will be placed on buttons and a poster. The buttons and poster will be distributed throughout Alameda County

*Timeline subject to change. Applicants will be notified immediately if changes occur.

EBCE Background

EBCE is the local electricity supplier for most of Alameda County. EBCE provides cleaner energy at competitive rates to our customers and reinvests earnings back into the community to create local programs and clean power projects. Twelve communities in Alameda County govern EBCE, creating a community-owned agency. EBCE territory includes Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Oakland, Piedmont, San Leandro, Union City, and Unincorporated Alameda County.

What is Earth Day?

Earth Day's Bay Area history began in 1969 when it was first proposed at a UNESCO Conference in San Francisco. In 1970, Americans throughout the country filled the streets, picketed signs, and demanded climate action from all levels of government - local to federal. This was a bipartisan movement that crossed class lines.

Fifty years later, Earth Day is going strong in the East Bay. According to earthday.org, this year's celebration encompasses organizations across the world to take action, including nations increasing their commitments to the Paris Agreement, an environmental accord to address climate change signed by 197 countries. Locally, Earth Day means supporting environmental, social, and political organizations right in our backyard.

To learn more about Earth Day 2020, visit earthday.org. To learn more about EBCE's participation during Earth Day 2019, visit [EBCE's webpage](#). Any additional questions, please contact Feby Boediarso at fboediarso@ebce.org.



Entry Form

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Please Print Clearly

Name ("Artist"):

Preferred Pronoun (optional):

I certify that I live in East Bay Community Energy's service area.*

How did you hear about this call for art?

I certify that I am 18+ years old.

If under 18 years of age, parent or guardian must fill out below.

Print Name:

Email Address:

Signature

Date

By signing and submitting this Entry Form, the Artist agrees to transfer all rights of reproduction in the submitted artwork, including but not limited to the right to reproduce the submitted artwork in any manner whatsoever for commercial and non-commercial purposes to EBCE. In addition, the Artist conveys to EBCE the submitted artwork as well as the design, concept, and images of the submitted artwork, and further conveys any and all other rights and interests the Artist may have in the submitted artwork.

Please fill out the following if applicable. I am submitting artwork for (check box):

Buttons

Poster

I am submitting _____ design(s) for button category and _____ design(s) for poster (please include number).

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