



## REQUEST FOR SUBMISSIONS LOGO ARTWORK FOR ST. LAWRENCE PLACE

St. Lawrence Place is a community of 28 homes, providing programming and transitional housing – for up to two years – to qualifying families. More than bricks and mortar, St. Lawrence Place provides the structure, training, and support families need to regain their independence.

A recent effort has begun to rebrand St. Lawrence Place (SLP) in our community, on paper, and in the virtual realm. Having recently embraced the power of social media, SLP is vividly aware that it is time to overhaul current branding efforts and strategies.

We have decided to begin that process with a call for submissions to update our logo. We are requesting from the creative community in Columbia submissions for a new logo that will project what and who we are in a simple, contemporary, and thoughtful manner.

Our mission: *To provide support services, life skills, and transitional housing to enable homeless families to achieve independent living as productive members of the community,*

Furthermore, our desire is for SLP to be *a place for hope, healing, and change*. Going forward, that vision will be the vehicle we use to promote our organization in the community. It is our desire that *hope, heal, change* will be present in our logo, website, print materials, and culture throughout the community.

Beyond our mission and vision, our brainstorming sessions have led us to the following list of ideas that we would like our logo to embody. *Hope, heal, change, families, wrap-around services like case management, after-school support, and life-skills learning, on-site and contained, support services, education and job skills for adults, transitional time, bridging the gap, breaking the cycle, homelessness, poverty.*

**DETAILS:** SLP is requesting submissions for a new logo that embodies the aforementioned ideas and concepts. There are no special requirements beyond that. The logo will be used on our to-be-updated website, print materials, advertisements, and other non-traditional platforms like social media, video, and t-shirts, etc.

Submissions should be turned in as a design board format measuring 9" x 12" with all variations of the proposed logo attached. Please attach a card to the back of the design board with the following information: Name, Organization (if applicable), Address, Phone, Email, and a short description of yourself and the work you submitted.

Submission must be delivered in person by Friday, October 7, 2011 4:00pm to:

Logo Submission Attn: Becca Smith Hill St. Lawrence Place 2400 Waites Road Columbia, SC 29204

Questions may be directed to [bsmith@stlawrenceplace.org](mailto:bsmith@stlawrenceplace.org). No phone calls please.

Finalists will be notified by phone by Friday, October 14, 2011.

The creative genius behind the winning selection will be awarded with the following prize package:

- Catered dinner for 8 at your home compliments of Pawleys Front Porch Mobile Eats (menu to be determined)
- Spirits and soft beverages for 8 to complement dinner
- Ceramic serving pieces compliments of Mad Platter designed by families currently receiving services from St. Lawrence Place
- Community wide recognition through various St. Lawrence Place vehicles

All submissions will become property of St. Lawrence Place/Trinity Housing Corporation and will not be returned.

