



CALLING ALL ARTISTS NEW LOGO DESIGN FOR



MADISON FARMER'S MARKET with Madison Main Street Program (MMSP)



INDIANA'S OLDEST FARMER'S MARKET IN HISTORIC DOWNTOWN MADISON ALONG THE OHIO RIVER IS LOOKING FOR A FRESH NEW LOGO FOR USE ON SOCIAL MEDIA, ADVERTISEMENTS, T-SHIRTS, AND TOTE BAGS! SINCE 1809, THIS YEAR-ROUND, 100% PRODUCER-ONLY MARKET OFFERS FRESH PRODUCE, BAKED GOODS, MEATS, EGGS, HONEY, FLOWERS, JEWELRY AND MORE. WE'RE SEARCHING FOR LOCAL ARTISTS OF ALL AGES TO SUBMIT THEIR PROPOSALS FOR OUR NEW DESIGN.



Guidelines and Requirements

DESIGN THEME: THE LOGO SHOULD HAVE AN ORIGINAL STYLE AND EVOKE NOSTALGIA AND TRADITION WHILE FITTING A FARMER'S MARKET THEME. USE COLORS THAT CONVEY THE FRESHNESS AND VARIETY OF PRODUCE AVAILABLE AT THE MARKET.

ELEMENTS TO CONSIDER: INCORPORATE IMAGERY RELATED TO FARMING AND MARKETS SUCH AS BUT NOT LIMITED TO FRUITS, VEGETABLES, BAKED GOODS, FLOWERS, AND JEWELRY.

FORMAT AND SUBMISSIONS: ACCEPTING SUBMISSIONS IN DIGITAL FORMAT AND AN 8X10 COLOR PHOTOCOPY OR PHOTO. PLEASE SHOW EXAMPLES OF HOW YOUR DESIGN CAN BE USED IN VARIOUS APPLICATIONS SUCH AS TOTE BAGS, T-SHIRTS, ADVERTISEMENTS, AND SOCIAL MEDIA. IF SELECTED, LOGO WILL BECOME PROPERTY OF MMSP. EMAIL YOUR APPLICATIONS TO: MARKETMANAGER@MADISONMAINSTREET.COM



TIMELINE:

FEBRUARY 1ST, 2025 - CALL FOR PROPOSALS
MARCH 1ST, 2025 - LOGO DESIGNS DUE
MARCH 21ST, 2025 - SELECTION ANNOUNCEMENT
MARCH 26TH, 2025 - LOGO REVEALED



SELECTION PROCESS: MADISON FARMER'S MARKET COMMITTEE WILL REVIEW ALL APPLICATIONS. APPLICATIONS SHOULD INCLUDE A SHORT ARTIST BIO AND CONTACT INFORMATION. CREATIVITY, ORIGINALITY, AND RELEVANCE TO THE FARMER'S MARKET THEME TO OUR TARGET AUDIENCE IS CONSIDERED.

SELECTED WINNER AWARDED--\$350
~WINNER WILL ALSO BE RECOGNIZED AND PUBLICIZED ON SOCIAL MEDIA~

MADISON FARMER'S MARKET ARTIST APPLICATION:

Name: _____

Address: _____

Phone: _____ Email: _____

Artist Statement: (Tell us about your artistic background, local life and inspiration behind your design)

X _____ Date: _____

By signing above you understand that if your logo is chosen it will become the property of MMSP.

All applications must include:

- ☐ Name, Contact Information, and Artist Statement
- ☐ 8X10 photo or color-printed copy of the piece
- ☐ Examples of your logo design on merchandise, advertisements, and marketing
- ☐ Signature

**Applications may be submitted by email to:
marketmanager@madisonmainstreet.com or hand-delivered to
321 W. Main Street Madison, IN 47250.**

Please submit any questions to the email listed above.