



This agreement is between the Borzoi Club of America, Inc., incorporated on January 29, 1964, in Dauphin City, Pennsylvania, doing business in the city of Arvada, CO, and the Artist:

Artist Name: \_\_\_\_\_

Artist Address: \_\_\_\_\_

\_\_\_\_\_

Artist Phone: \_\_\_\_\_

Artist Email: \_\_\_\_\_

This agreement specifies guidelines for the release of Artist's work to the Borzoi Club of America for the use of advertising in the form of but not limited to signs, posters, letters, media promotions, and the Internet. The artist's work may be used as a logo on such items but is not limited to catalogs, sweatshirts, mugs, and bags, for sale by the Borzoi Club of America, solely for the benefit of the Borzoi Club of America. It is understood that the work of the Artist may have to be altered for certain reproductions by changing or shading colors, enlarging, or cropping, as needed for reproduction. Whenever the Artist's work is modified, all attempts will be made to honor the integrity of the Artist's intentions.

***Under no circumstances is any artwork submitted, to be using any artificial intelligence (AI) to create the image or art. AI art is any form of digital art created or enhanced with AI tools. By signing this agreement, you acknowledge AI has not been used.***

As compensation, the Artist is offered specialty sales items where the logo appears (e.g., apparel, mugs) not to exceed \$200.00 (at BCOA cost) or \$200.00 (check).

Date: \_\_\_\_\_

Artist: \_\_\_\_\_

BCOA Member Sponsor, if any: \_\_\_\_\_

Borzoi Club of America Representative (received by/date): \_\_\_\_\_

Return the signed copy to [art@borzoiclubofamerica.org](mailto:art@borzoiclubofamerica.org) and retain a copy for your records. Upon receipt and determination that all necessary paperwork is completed and attached to your email, you will receive a confirmation email within 24 hours.

## **BCOA National Specialty Logo Guidelines**

### **2025 BOCA National Specialty Theme—The Athletic Borzoi**

1. Only BCOA members in good standing may submit a logo for consideration as the artist or as an artist sponsor.
2. A BCOA member in good standing may sponsor a logo designed and created by a non-member.
3. Only one (1) submission per member.
4. Each submission must be accompanied by a BCOA Artist Agreement signed by the artist and, if appropriate, the BCOA member sponsor.
5. Submitted designs may have at most four (4) colors, including black or white.
6. Lettering should be block-style or *san serif*.
7. Important characteristics of an effective logo include the following:
  - a. Simplicity—Simple logos are clear, visible, and easily recognized. Simple logos focus on one thing. They are not plain or boring, but not complicated. Simplicity allows flexibility for use on various items. Simplicity is related to memorability and conveys a concise and legible message.
  - b. Memorability—Memorability means the logo leaves a lasting impression, based on simplicity and appropriateness. Memorable logos are easily recalled. Appropriateness means that the logo appeals to BCOA members with color and legible fonts. Appropriateness also means that the logo is easily recognizable as representative of the Borzoi.
  - c. Versatility—Versatility includes scalability and is required because the logo will be used for branding on many items. Versatile logos are easily adaptable to various media. They display correctly whether on the website, tee-shirts (both silkscreened and embroidered), magnets, cups, medallions, or other merchandise. Small details like eyes and noses can be distorted when the logo is shrunk down for a medallion or is rendered digitally for embroidery.
  - d. Relevance—Relevance is related to uniqueness and timelessness. A relevant logo contains one or two visual elements that are relevant to the Borzoi in the context of the theme. A unique logo stands out based on color and design. A timeless logo is not trendy.