

The Savannah To-Go Cup  
Savannah Downtown Business Association  
Call For Designs

## 1.0 General Overview

The Savannah Downtown Business Association (SDBA) invites local Savannah artists to submit design proposals for the inaugural “Savannah To-Go Cup” - a recyclable aluminum cup to be distributed through SDBA partners in Summer 2022. Selected designs will highlight the beauty of Savannah. The selected artist will receive a cash prize of \$1,000. Applications for designs to be considered in the inaugural run of over 50,000 cups must be received by midnight on May 11th, 2022.

### 1.1 About the Savannah Downtown Business Association

The Savannah Downtown Business Association (SDBA) is an independent 501C6 membership-based organization actively engaged in the promotion of a prosperous downtown business community.

### 1.2 About Ball Aluminum Cups

Ball Aluminum Cups are made of 100% infinitely recyclable aluminum. In 2021 the City of Savannah prototyped a successful and limited launch of Ball Aluminum To-Go Cups branded with the City of Savannah logo.

## 2.0 Artwork Submission Requirements

Artwork shall be submitted online through the DBA’s website by midnight on May 11th, 2022. The link to the submission is listed below. Artists can submit up to three entries.

LINK: <https://sadba.memberclicks.net/artwork-submissions>

### 2.1 Technical Specifications

- Submission Format: Adobe Illustrator CC 2015 or newer layered .AI file. All fonts should be outlined (no live text fields)
- Support Files: Layered .psd @300ppi or above, 1-bit .tiff files @2400 ppi
- Design size: X= 9.0254 inches max Y= 1.5329 inches max (please see image below for details)
- Maintain no more than 7 colors + PMS 431 Grey (PMS 431 Grey required for date code and legal symbols)
  - Color Matching: Suggested Pantone solid coated ink color book
  - Some PMS swatches may not be achievable. Please supply any previously printed collateral if a specific color match is mandated
- Minimum positive type sizes: San Serif = 6pt, Serif = 9pt, Minimum reverse type sizes: San Serif 6pt, Serif = 10pt
- Minimum Positive Rule: .144pt/.002”

## 2.2 Reference Photos

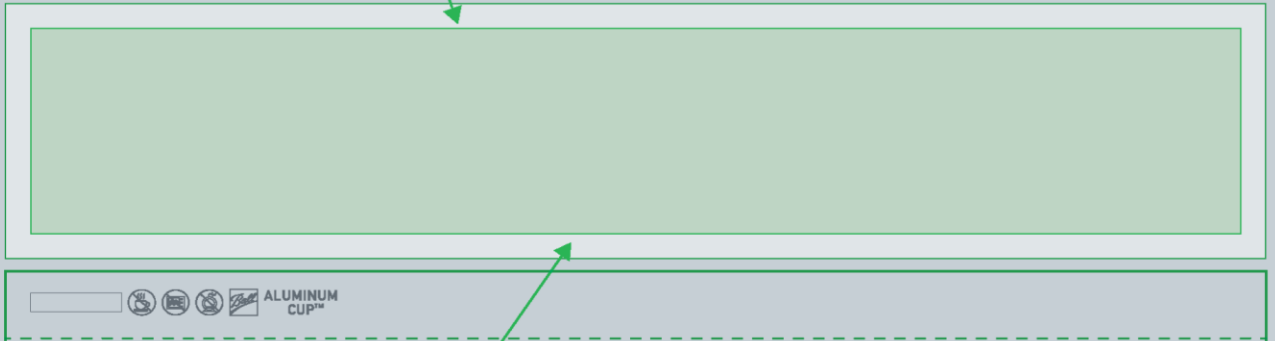


# 16oz CUP - HERO

## 09/17/20 VERSION

Window Limit (design limit area):  
x=9.4" / y=1.9079"

Type Limit (design limit area):  
x=9.0254" / y=1.5329"



Type Limit  
(shaded area)

ALUMINUM CUP™

**Ball Corporation**  
Metal Beverage  
Container Operations  
Graphics Services 24-12

JOB DESIGN

CUSTOMER	
LABEL NAME	
JOB NUMBER	
CAN CODE	
DATE	DATE

BALL LOGO RESERVED COLOR

GRAY PMS 431

COLORS

COLOR1	
COLOR2	
COLOR3	
COLOR4	
COLOR5	
COLOR6	

PMS NUMBERS

PMS1	
PMS2	
PMS3	
PMS4	
PMS5	
PMS6	

Substrate Color

**DESIGN TEMPLATE:**  
16oz CUP/473mL

▼ COMMENTS ▼

### **3.0 Eligibility**

Applicants must be residents of Chatham County, Georgia. Proposals from artists of all backgrounds and abilities are welcomed. Proposals will only be considered if all the required information outlined is correctly received.

### **4.0 Contract**

Selected artists will work directly with the SDBA for final order submission and be available for media as needed. Selected artists will enter a contract with the SDBA releasing any and all rights to the SDBA for usage of artwork in any and all forms.

All submissions not selected for the inaugural may be considered for any future To-Go Cup designs. Artists will be contacted at least two months in advance of the SDBA using their submission and receive \$1,000 for their design.

### **5.0 Evaluation, Selection, and Approval**

After a technical review by SDBA staff, submissions will be juried by the SDBA's Board of Directors.

#### **5.1 Scoring Rubric**

All submissions will be scored on the following three categories out of a total possible 100 Points.

Clarity of theme (The Beauty of Savannah) and overall concept [30 Points]

Formal and aesthetic qualities [30 Points]

Creativity and originality [40 Points]

### **6.0 Selection and Installation Timeline**

Five Weeks - Submission closes at midnight on May 11th, 2022

Six Weeks - Announcement of selected artist

Twelve Weeks (approximately) - To-Go Cup distribution begins to businesses