

# CALL FOR ENTRIES: RECREATE Logo Design



## Whiskeytown National Recreation Area

**Whiskeytown National Recreation Area & ART from the ashes announce a call to California based artists to design a logo for the park's 2020 RECREATE campaign.**

### RECREATE

Whiskeytown Staff have embraced RECREATE as a motto for where we are following the devastating 2018 Carr Fire.

Our enthusiasm for RECREATE stems from the duality of the word: we are still a place to recreate, and we are working to inspire others while we re-create Whiskeytown into a premier recreation area in Northern California.

The selected logo design will be used by Whiskeytown National Recreation Area to promote and brand the expanse of outdoor recreation activities the park offers to the public; an outdoor destination where memories are made and a connection to the natural environment elevates one's perspective.

This opportunity is open to California based artists who preferably have a personal connection to Whiskeytown National Recreation Area through their own experiences visiting, exploring and enjoying the park.

The selected artist and design will receive recognition in the park's visitor center, annual newsletter and media release. The chosen artist will also receive a complimentary America The Beautiful Park Pass and a \$200 gift certificate to the visitor center.

Applying artists may submit more than one logo design for consideration. Submit entries and inquiries to:  
[RECREATE@artfromtheashes.org](mailto:RECREATE@artfromtheashes.org)

**DEADLINE FOR ENTRIES: MARCH 10, 2020**

*Selected artist & design will be announced  
by March 31, 2020*

Entries will be reviewed by:  
Whiskeytown National Recreation Area's RECREATE  
Committee & ART from the ashes





*Rare Mallory Manzanita sprouting after the Carr Fire*

### **HISTORIC FACTS ABOUT WHISKEYTOWN NATIONAL RECREATION AREA:**

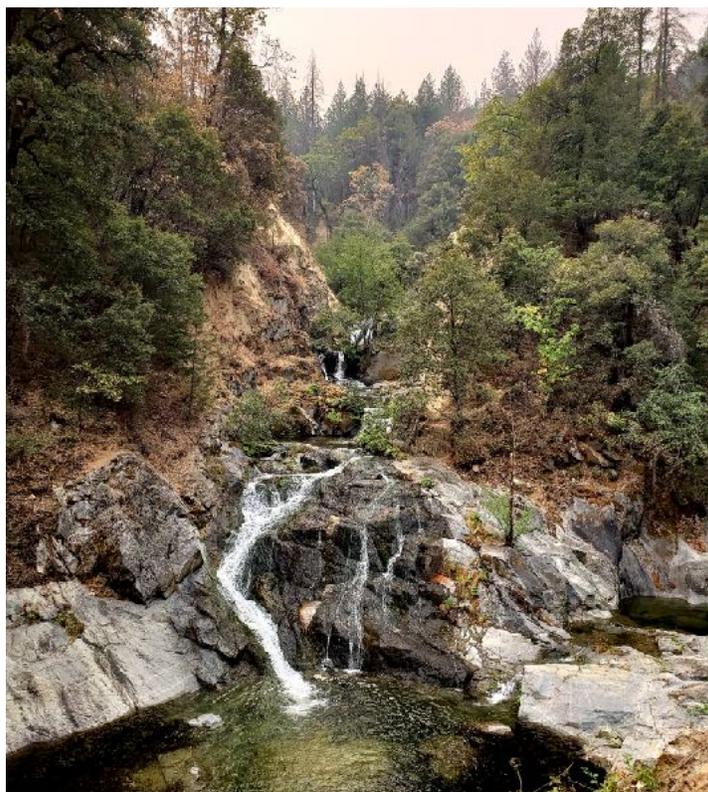
- The first peach trees in Shasta County were introduced by Levi H. Tower in what is now the Tower House Historic District in Whiskeytown.
- Whiskeytown's four waterfalls range in height from 20 feet to 220 feet.
- While the origin of Whiskeytown's name is not documented, local folklore tells of a miner who had a mishap in the 1850s. While hauling supplies to his mine, the pack on the miner's mule came loose and a whiskey barrel went tumbling down the hillside, breaking on the rocks below and spilling into the creek.

### **REQUIREMENTS FOR LOGO DESIGN:**

- Readability in both forms and fonts of logo design
- Logo entries should be submitted in vector format (.eps, .ai, with transparent background) in photo format (.png with transparent background and jpeg)
- must be possible to apply either on light or dark backgrounds or with the same file or with two files, one positive and one negative. Color profile in RGB and CMYK (for color printing).

The winning logo design will become property of WNRA, with all copyright and use of the design held by WNRA. WNRA/AFTA reserve the right to not select a submitted design if no suitable submissions are received which meet the needed requirements and standards as assessed by the selection committee.

This design is intended as a programmatic logo specific to Whiskeytown, and is not intended to supersede or replace the NPS Arrowhead or brand in any way.



*Crystal Creek Falls*



*Red Bud Recovery*

### **ABOUT WHISKEYTOWN NATIONAL RECREATION AND THE CARR FIRE:**

The Carr Fire started on July 23, 2018 within the park boundary, and quickly spread north and out of the park in spite of a robust, full-scale initial attack. It eventually burned 39,000 of the park's 42,000 acres, in addition to approximately 1,100 structures and homes in the Redding community.

Additionally, the park lost five residences, most of the concessions-managed Oak Bottom Marina, ten cabins at the Whiskeytown Environmental School, and sustained significant damage to the Whiskey Creek, Brandy Creek, and Oak Bottom water/waste water systems and the Tower House Historic District and orchard.

Many career employees suffered a two-fold blow of losing their homes and losing vital park resources they were charged with protecting and stewarding for current and future generations.

Whiskeytown staff have been fully engaged in park recovery and restoration operations, and were very excited to welcome back visitors to the Visitor Center on August 16, 2018 and Whiskey Creek and East Beach on September 1, 2018. Since then, the park has been working on a phased approach to re-opening the park.

Please visit: [www.nps.gov/whis](http://www.nps.gov/whis) for the latest information on our recovery efforts.

*About Whiskeytown National Recreation Area:*

Whiskeytown National Recreation Area was established on November 8, 1965 “...to provide...,for the public outdoor recreation use and enjoyment of the Whiskeytown reservoir and surrounding lands...by present and future generations and the conservation of scenic, scientific, historic and other values contributing to public enjoyment of such land and waters...”

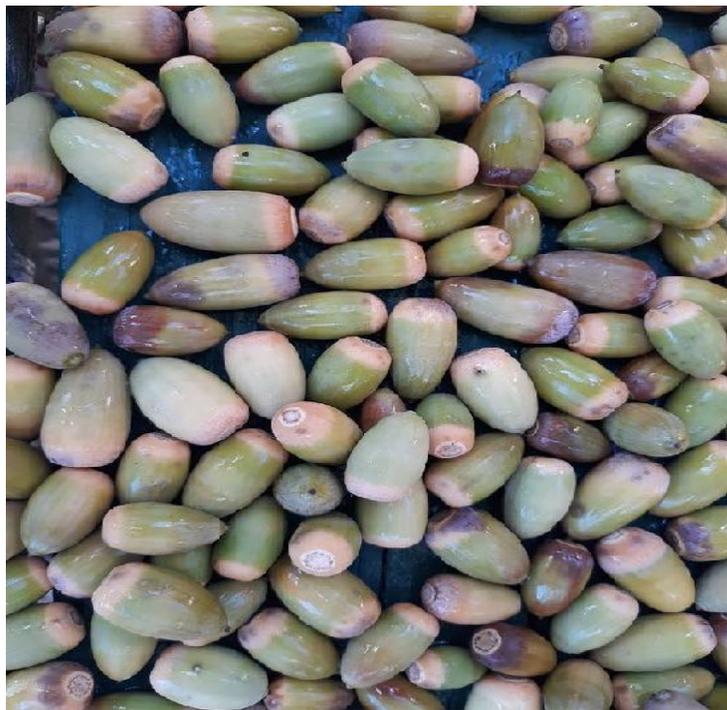
Whiskeytown National Recreation Area provides an exceptionally wide variety of experiences for a diverse group of users. This occurs on the lake, beaches, and in the backcountry, and includes boating, swimming, camping, hiking, biking, fishing, hunting, horseback riding, and gold panning.

Whiskeytown National Recreation Area is a unit of the Whiskeytown-Shasta-Trinity National Recreation Area. The U.S. Forest Service manages the Shasta and Trinity units and the National Park Service manages the Whiskeytown unit.

[www.nps.gov/whis](http://www.nps.gov/whis)



*Shooting Star in bloom*



*Acorns gathered by volunteers for replanting in the park*

*About ART from the ashes:*

ART from the ashes (AFTA) is a California based 501 (c)(3) non-profit whose mission supports communities affected by wildfire through the cathartic power of art. AFTA’s work focuses on the intersection of art, community and ecology as part of the long-term recovery plan.

Within the framework of AFTA’s arts programming, we aim to invite conversation and foster awareness about California’s ecology, climate challenges and how we can adapt and evolve to become fire resilient.

AFTA’s creative platform includes public art installations, art exhibitions, workshops and demonstrations, artist salons, and panel discussions and is made possible by contributing artists, volunteers, sponsors, grants and donations.

[artfromtheashes.org](http://artfromtheashes.org)



RECREATE Call For Entries is part of a joint program and partnership between Whiskeytown National Recreation Area & ART from the ashes.

