

DOWNTOWN BERKELEY

Journeys Start Here! 2025

POSTER CONTEST



Create an original poster featuring the theme:
"Downtown Berkeley – Journeys Start Here!"

Two Berkeley residents will be selected to have their designs displayed throughout Downtown and receive PRIZES from Local Downtown Merchants.

Submit Entries by April 30th

All submissions must be 11x17 inches, JPG or PDF, Max 2MB

Downtown Berkeley Poster Contest Official Rules and Information

"Downtown Berkeley – Journeys Start Here! 2025"

Contest Overview

The Downtown Berkeley Association (DBA) invites Berkeley residents to participate in the 2025 Downtown Berkeley "*Journeys Start Here!*" Poster Contest! If you are a Berkeley resident this is your chance to showcase your skills while celebrating the vibrancy and energy of Downtown Berkeley!

*Create an original poster design featuring the text: "Downtown Berkeley Journeys Start Here! 2025"
Winning designs will be prominently displayed throughout Downtown Berkeley as part of a special campaign celebrating our Downtown!*

Contest Details

- **Theme:** "Downtown Berkeley – Journeys Start Here! 2025"
- **Required Text:** The only text allowed on the poster is "*Downtown Berkeley – Journeys Start Here! 2025.*"
- **Poster Dimensions:** 11x17 inches (vertical format)
- **Medium:** Digital or traditional media (final submission must be in a high-resolution digital format)
- **Eligibility:** Open to all Berkeley residents.
- **Entries:** Each participant may submit up to two (2) entries

Prizes

- Two winners will be selected and announced **May 2, 2025**
- Winning designs will be used in official Downtown Berkeley advertising and displayed throughout Downtown Berkeley in kiosks and promotional materials.
- Winners will each receive Downtown Berkeley VIP Gift Bag
 - Exclusive Downtown merchant goodies
 - \$300 in Berkeley Bucks—redeemable at participating Downtown Berkeley merchants

Submission Guidelines

- Designs must be original and capture the essence of Downtown Berkeley – creativity is encouraged!
- No additional text or branding beyond the provided phrase.
- **Submission File Format:** JPG or PDF
- **File Size:** No larger than 2MB
- **Resolution:** 300 dpi, formatted at 11x17 inches (vertical)
- **SUBMIT ENTRIES TO:** info@downtownberkeley With the **SUBJECT: 2025 POSTER CONTEST**

Deadline & Judging

- Submission Deadline: April 30, 2025
- Winners Announced: May 2, 2025
- Designs will be judged on creativity, artistic quality, and how well they represent Downtown Berkeley's energy, culture, and sense of place.

Join us in celebrating Downtown Berkeley through art!
For questions or more information email: info@downtownberkeley.com