



Lincoln Heights Benefit Association of Los Angeles

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THE LINCOLN HEIGHTS BENEFIT ASSOCIATION ANNOUNCES

A LOCAL LOGO CONTEST

Released April May 11, 2026

The Lincoln Heights Benefit Association (LHBA) is a public benefit corporation whose primary function is to administer the Lincoln Heights Business Improvement District (BID). The District is currently in the process of rolling out all of its updated special benefit services. The LHBA has a contract with the City of Los Angeles to administer the revenues for this assessment district.

The special benefit services funded by this BID includes maintaining cleanliness and order in the public rights of way, improving district identity, creating and running a new web site, managing brand and communications, and all district events, serving the corporations' administrative needs and advocating on behalf of the area's property owners, business owners and residents. The BID includes all property owners within the boundaries of the attached map. The function of the LHBA is also one of an advocacy organization that seeks to improve the overall appearance, building/commercial mix and public space improvements within the district.

To launch all of our District Identity and updated branding efforts, the Board is now soliciting local designers and artists to submit a logo or logo concepts including the term "*Lincoln Heights Benefit District*" with an emphasis on "Lincoln Heights" for consideration by the Board.

Our Board of Directors will select a logo created in the community that should include:

- an important symbol unique to the Lincoln Heights, particularly iconic buildings near the intersection of North Broadway and Daly Streets; (for example, the old USC County Hospital)
- a logo with color or colors that reflect the LHBA district that can also be transferred into black in white by the selected designer or artist; and

- something that will easily identify the Lincoln Heights' great history and assets to be promoted throughout the region.

Please see the attached Request for Proposal for the requirements of the logo contest. The winning entry once finalized will receive a prize of \$1,000.

The window for returning you logo or logo concepts is short so please submit by the deadline listed in the RFP.

The selected designer or artist will supply a portfolio of the final work to LHBA including:

- Selected logo in full color and a black and white version
- Native Files in .ai, .eps., .png, and .jpeg of the selected logo
- PMS Color codes for all colors within the selected logo
- Font files (non-outlined) that were used in the selected logo

The selected designer or artist agrees, once the payment has been made, to release all rights for use, production, and ownership to the LHBA. LHBA will give credit to the designer or artist for their work where the LHBA feels appropriate.

Thank you for your interest in increasing the historic identity of the Lincoln Heights Business District.

LOGO CONTEST FOR THE LINCOLN HEIGHTS BENEFIT ASSOCIATION

All logo or logo concepts are due by 5:00 pm May 29, 2026. Please e-mail logo or logo concepts, in color, to Marco Li Mandri, Interim Director, at:

Marco@newcityamerica.com

DESIGNER OR ARTIST CONTACT INFORMATION

Full Name: _____

Email: _____

Cell/Direct Line: _____

Are you currently an art student enrolled in a local college: ☐ Yes ☐ No

If yes, where? _____

Please include a short designer/artist bio with this form and logo or logo concepts to Marco@NewCityAmerica.com.

Timeline for Consideration:

Logos due to the LHBA: Friday, May 29th at 4:00pm

Review by the Board of Directors: By June 15, 2026

Finalist(s) notified: After the Board of Directors has made the selection

Example of District Asset Used: Please identify building or signage

Award date: On or before July 1, 2026

Award of prize: Upon receipt of transfer of ownership and assets to the LHBA

For more questions, please e-mail Marco Li Mandri at marco@newcityamerica.com.