

Reading Pride x Reading Public Library

Library Card Design Contest – 20th Anniversary of Berks Pride Fest

Overview

Reading Pride and the Reading Public Library are proud to partner on a community art contest celebrating the 20th anniversary of Berks Pride Fest.

Local artists are invited to submit original artwork for a chance to have their design featured on an official Reading Public Library card. This contest celebrates creativity, community, and the vibrant diversity of Berks County's LGBTQ+ community.

Timeline

- **Contest Announcement:** May 2026
- **Submission Period:** June 1 – June 30, 2026
 - Submissions must be received by 11:59 PM ET on June 30, 2026.
- **Community Voting:** July 1 – July 19, 2026
- **Voting Closes:** July 19, 2026 (Berks Pride Fest)
- **Judging Period:** Late July 2026
- **Winners Announced:** Top finalists announced at the end of July. The selected design will be announced at the Recognition Event.
- **Recognition Event:** Saturday, August 29, 2026
(Reading Public Library Main Branch)

Eligibility

- Open to **residents of Berks County, PA**
- Participants must be **13 years of age or older**
- Open to **individual artists and groups**
- **One (1) submission per individual or group**

Group Submissions

- Groups must designate **one primary contact person**
- Any awards or recognition will be granted to the group as a whole

Submission Guidelines

Artistic Requirements

- All artwork must be **original**
- Artwork generated primarily through artificial intelligence (AI) tools is **not permitted**.
- Submissions should reflect:
 - The LGBTQ+ community, and/or
 - Reading Pride's mission and values

While this contest celebrates the 20th anniversary of Berks Pride Fest, artwork **does not need to explicitly reference the anniversary**.

Submission of artwork does not guarantee selection, publication, or printing.

Reading Pride Mission & Values

Mission:

Support LGBTQ+ individuals through advocacy, education, and community engagement — celebrating our history, empowering our future, and ensuring everyone can live openly, authentically, and safely.

Vision:

A community where equity, respect, love, and joy exist for everyone.

Core Values:

- **Queer Joy:** We foster our authentic selves through courage, strength, and visibility.
- **Trust:** We act with integrity, honesty, and accountability.
- **Creativity:** We encourage innovative expression of inspiration, ingenuity, and uniqueness.
- **Inclusion:** We embrace differences and cultivate an environment of belonging and respect for all.
- **Community:** We serve by coming together with acceptance, kindness and love.

Technical Requirements

- Minimum resolution: **300 DPI**
- Color format: **CMYK (required for final design)**

- Accepted formats for submission:
 - JPG or PNG (initial submission)
 - PDF (required for final selected design)
- Physical artwork must be scanned at **300 DPI minimum**

Final Design Specifications:

- Card Dimensions: **4.75” x 2.125” (with a 0.0625” bleed)**
- Keytag Dimensions: **1.125” x 2.125” (with a 0.0625” bleed)**
- Card Orientation: **Landscape**
- Template: **provided at the end of this document**

The selected artwork will be adapted for use on both the full-size library card and keytag formats. Artists should focus primarily on the main card design. However, artists are encouraged to also include a corresponding keytag version or suggested crop/layout demonstrating how the artwork could be adapted for the keytag format.

Artist Statement (Required)

Please include a brief artist statement (2–5 sentences) describing how your design reflects the LGBTQ+ community and/or Reading Pride’s mission and values.

Submission Process

Submissions will be accepted via an online form on Reading Pride’s website.

Artists will be required to provide:

- Name
- Email address
- Mailing address (for residency verification)
- Age confirmation (13+)
- Artwork upload
- Artist statement
- Agreement to contest rules and terms

Content Guidelines

Submissions must:

- Be appropriate for a **public, all-ages audience**
- Not contain explicit, hateful, or discriminatory content
- Not include copyrighted material, logos, or brand imagery without permission
- Align with Reading Pride's mission and values

Community Voting

Community voting will take place online via Reading Pride's website during the month of July, concluding on July 19, 2026 during Berks Pride Fest.

- Votes are **\$1 each**
- Individuals may vote **as many times** as they would like
- Funds raised through voting will help offset the cost of:
 - Printing the library cards
 - Contest prizes
 - Contest administration and related expenses
- Voting may require a valid email address and/or CAPTCHA verification to prevent spam or fraudulent activity
- Reading Pride reserves the right to disqualify fraudulent or automated votes
- All votes are final and non-refundable

Finalist Process (If Applicable)

If a high volume of submissions is received, judges may select a group of finalists prior to public voting. Only these finalists will advance to the voting phase.

Judging

A panel of five (5) judges will evaluate submissions:

- 1 Reading Public Library representative
- 1 Reading Pride representative
- 3 community members

Judges may take community voting results into consideration as part of their decision-making process.

Judging Criteria

- Creativity & Originality
- Relevance to Theme
- Visual Impact
- Usability (as a library card design)
- Print Suitability
- Community Representation

Awards & Recognition

- **Selected Design (1 artist/group):**
 - Design featured on an official Reading Public Library card
 - \$50 Gift card
 - Website and social media feature
- **Finalists (3 additional designs):**
 - \$25 Gift card
 - Website and social media feature leading up to the Recognition Event

Winning and selected artwork may be:

- Displayed at Berks Pride Fest
- Exhibited at the Reading Public Library
- Featured in online galleries and promotional materials

Rights & Usage

- Artists retain ownership of their original work
- By submitting, artists grant Reading Pride and the Reading Public Library a **non-exclusive, perpetual license** to:
 - Reproduce and distribute the artwork

- Use the artwork for promotional and educational purposes

Attribution will be provided as follows: Artist name(s) will be included with the design whenever feasible.

Reading Pride and the Reading Public Library reserve the right to make minor adjustments to winning designs to ensure proper formatting and print quality.

Additional Terms

- Submissions that do not meet guidelines may be disqualified
- Decisions of the judges are final
- Reading Pride and the Reading Public Library reserve the right to modify or cancel the contest if necessary
- Reading Pride is not responsible for lost, late, or corrupted submissions

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Bleed area - Non-white artwork shall extend .125" beyond edge of card.

FRONT

Overall Card dimensions: 4.75" x 2.125"

CR-80 dimensions: 3.375" x 2.125"

Safety zone: No text or critical art shall be placed within .0625"
of cut edges or magnetic media



Keytag
dimensions:
1.125" x 2.125"

30 MIL MINI-DOLLAR, CR80 + 1 SQR KTG PERFED TOGETHER, W/ 1 SIDE MATTE