

# Contest 23: Graphic Design – Logo

## DIRECTIONS:

For this contest, you will be designing a SQUARE logo in both **full color and gray scale** for an event.

DO NOT INCLUDE YOUR NAME OR SCHOOL NAME ON YOUR DESIGN.

## WHAT JUDGES LOOK FOR

- Typographic details professional looking
- Selected fonts, art and/or photos that comprise the logo work well together
- Shows originality, creativity and innovation
- Work is clean and well executed
- Follows current design trends

## GENERAL INSTRUCTIONS:

- Design a **SQUARE** logo in **both full color and black-and-white (grayscale)**.
- Include both logos on the same 8 1/2-by-11-inch page. With software available to you, design the logo based on the information provided.
- Remember, you are NOT designing an advertisement, just a LOGO.
- Contestants may create or legally obtain any art, photos or graphics to use in the logo design or use images provided with the Contest 23 material at [jea.org/contests](http://jea.org/contests). **Any images that are used and do not appear to follow copyright laws will be disqualified.** If the judges believe the images were not obtained legally, contestants may be asked to provide documentation of their source.
- Students are encouraged to include design special effects. There are no font specifications; use what you have available.

## CONTEST PROMPT:

Design a logo for a new business that is advertising in your publication for Central High School.

**Business Name:** Study Buddies

**Hours:** Sunday-Thursday 4:30-10:30 p.m.; Friday & Saturday 4 p.m. - 1 a.m.

**Products:** ice cream, bakery goods, smoothies, variety of coffee & tea drinks in a counter service format

**Location:** 4322 Main Street (just two blocks from Central H.S.)

**Extras:** Free WiFi, free regular coffee refills on weeknights; free tutors for math, science and writing on Sundays from 8-10 p.m.

### Misc. Information:

- groups of up to 8 can reserve one of six sound proof “work rooms” that include a large work table and white board
- separate back room with individual work spaces designed for silent work for up to 20 people
- main service area includes several small seating areas with comfortable couches/chairs; and plenty of lighting for working
- free book exchange area for novels
- large selection of board games to check out and a special coloring table with free coloring sheets, crayons and colored pencils

## SUBMITTING ENTRIES:

- All of the instructions for creating a PDF of your entry and uploading it into the contest system can be found at [jea.org/contests](http://jea.org/contests).
- Please read all of the instructions carefully.
- Entries must be uploaded by 6 p.m. CDT Oct. 18, 2021.
- Do not wait until the last day! There are NO EXCEPTIONS for items uploaded after the deadline.