

Contest 23:

Graphic Design – Logo

Directions:

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

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

WHAT THE JUDGES WILL 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

Submitting Entries:

- Instructions for creating a PDF of your entry and uploading it into the contest system can be found at jea.org/contests.
- Please read all of the instructions carefully.
- Entries must be uploaded by **6 p.m. CDT March 27, 2023**. Do not wait until the last day! There are **NO EXCEPTIONS** for entries that do not meet this deadline!

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. 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:

Create a logo for **Worth Repeating**. You may come up with a slogan if you want.

Business Information

- Worth Repeating is a used bookstore.
- It is owned by Ruthie Earnesto, a retired language arts teacher from Balboa High School.
- The store is 42,000 square feet.
- It sells used hardback and paperback fiction and nonfiction titles.
- Patrons can bring trade-ins for store credit which are accepted on an "as needed" basis.
- There is a monthly special featured section with titles curated by local authors, book reviewers and educators.
- A Repeat Buyer's Club card entitles buyers to one free paperback for every 10 purchases. Patrons can also purchase a Worth Repeating Membership for \$50 which entitles them to place titles on hold and qualify for half price books on the last Sunday of each month.

Hours:

Monday - Closed
Tuesday-Thursday - 9 a.m. - 7 p.m.
Friday - 9 a.m. - 9 p.m.
Saturday - 9 a.m. - 6 p.m.
Sunday noon - 5 p.m.

Worth Repeating	www.repeatbooks.com
622 O'Farrell Street	415.555.8888
San Francisco, CA	worthrepeatingbooks@gmail.com
94012	