

## FRIENDS OF DIVERSITY AND INCLUSION

*"promoting cultural awareness"*

### **2017 Macomb County High School Logo Design Contest**

#### **Official Contest Rules**

##### **WHO?**

**High school** students in Macomb County, MI

##### **WHEN?**

**Deadline is April 21, 2017.** Finalists will be announced and contacted no later than April 31, 2017.

Winners will be announced in a Press Release sent to various media outlets.

##### **WHAT?**

Create a logo that expresses your interpretation of ***Diversity and Inclusion***. The purpose of the Friends of Diversity and Inclusion, is to promote cultural awareness and foster open communication and positive interaction within the community. Through education and awareness, promote a thorough understanding of diverse cultures within our community that sensitizes people about our differences and allows us to enjoy and celebrate that which makes up our community.

##### **HOW?**

Here's what you need to do:

- ❖ Create a logo
- ❖ Save the original file (200 pixels - i.e. Illustrator, Photoshop, In Design)
- ❖ Save the final design in a format that can be resized if necessary (i.e. jpeg or png)
- ❖ Submit as an attachment, the final logo
- ❖ Entries should be sent to **CTMFODI @GMAIL.COM**
- ❖ Include your name, age, grade, school, teacher, address, and your phone number
- ❖ Include in your email **a brief description of your entry. Why did you choose this design?**

The logo contest will be judged by the Friends of Diversity Committee members. The logo should:

1. Be creative and identify the mission of Diversity and Inclusion;
2. Clearly give the Friends of Diversity and Inclusion an identity or brand;
3. Have good graphic design and use of vector shapes (the logo displays clearly);
4. Use good color or grayscale, work well in both black and white and full color applications;
5. Work at various sizes (business cards and/or signage)

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## OTHER RULES?

- ❖ Any logo submitted must conform to your school and district policies regarding appropriate content;
- ❖ Any logo submitted after the deadline may not be accepted;
- ❖ Entrants agree to be bound by the official contest rules and decisions of the judges

## PRIZE?

The student with the winning logo will receive:

- 1 - \$500.00 Scholarship

## ANYTHING ELSE?

The winning logo will be used on:

- All official Friends of Diversity and Inclusion letterhead, fundraising materials, press releases, internet (world wide web), printed materials (present and future), television news, advertisements, publications and any promotional or educational materials.

**\*\*\*\*\*RELEASE\*\*\*\*\*** All logos submitted for the contest will remain the property of the Friends of Diversity and Inclusion (hereinafter referred to as "Friends"). The winner hereby grants permission to the Friends to use your logo exclusively and in perpetuity. Friends will have complete ownership of the logo including the copyright and may use it for any purpose (including but not limited to the above). The winning entry also acknowledges that they will not receive any compensation, other than the \$500.00 Scholarship associated with the Friends of Diversity and Inclusion 2017 Macomb County High School Logo Design Contest and hereby releases Friends and its agents and assigns from any and all claims which arise out of or are in anyway connected with such use.

## QUESTIONS?

Contact Kirkanne Moseley (586-567-0573) or Kathy Gregory (586-226-5057).