

# It Just Takes One (You) Campaign

## Logo Contest

The theme for our anti-violence campaign will be “It Just Takes One (You)”

Design a logo in the spirit of the message that “it just takes one individual to make a difference.” You can be that one person. Use the theme “It Just Takes One (You)” in the logo design.

### **JUDGING CRITERIA**

An independent jury shall be appointed by the principals of the logo contest to evaluate the entries. All eligible entries received during the logo submission period will be judged based on the following judging criteria, each given equal weight:

1. Creativity and originality\*\*
2. Well-roundedness (logo effectively showcases different aspects of the theme “It Just Takes One (You)”
3. Legibility
4. Quality of logo
5. Overall impression
6. The logo should easily fit into a square or circle.
7. The logo must adapt easily to electronic and print media, to reproduction on small surfaces and for use in color or greyscale.
8. The logo should also be simple, easy to understand and reflect the values and essence of the campaign.
9. Usability (how well the logo advertises the theme and its unique elements, making it a logo suitable for use in an ad campaign or on t-shirts, buttons, flyers and posters).

\*\*The entry and all parts of the entry must be the artist’s original design and not a copy that may be subject to copyright laws. The logo design should contain no religious images or images that may insult a particular race, gender or religion.

The top entries will be posted on the RR website @ [www.runningrebels.org](http://www.runningrebels.org).

### **ELIGIBILITY**

The competition is open to all youth ages 10-19 throughout Southeast Wisconsin. Each participant may submit one (1) logo design.

## **ONE (1) GRAND PRIZE**

**Winner Will Receive: \$300 Cash Prize and \$200 Gift Card**

### **TIMELINE: December 9, 2011 – January 31, 2012**

**SUBMISSION PERIOD TO START:** Immediately

**SUBMISSION PERIOD END:** January 31, 2012 at 5:00 p.m.

**JUDGING TO SELECT WINNER:** February

### **HOW TO ENTER**

- Logos can be submitted in jpeg format.
- Email logos to [youngmakiesha@yahoo.com](mailto:youngmakiesha@yahoo.com). The following information must be included in the message body of the email:
  - o Main Contact Name
  - o Age
  - o Address
  - o Phone Number
  - o Email Address
  - o Logo
- Your initials (By initialing the email you are verifying that all of the above information is correct and that you agree to the aforementioned guidelines. Initials shall serve as an authorized signature.)
- Make sure your logo is attached to the message.
- You will receive a reply message when we have received your logo.

### **GUIDELINES**

1. If under age 18 your entry must be registered by parent or legal guardian with their contact information.
2. Logo must be in jpeg format and be emailed to [youngmakiesha@yahoo.com](mailto:youngmakiesha@yahoo.com) or delivered to the Running Rebels office on a CD or mailed on CD to: Running Rebels, 1300A Fond du Lac Ave., Milwaukee, WI 53205
3. Registration form must be completed in its entirety.
4. The winner's submission becomes the property of and we reserve the right to reproduce, exhibit, edit, advertise and exploit this submission, and license it to reproduce, exhibit, edit, advertise and exploit, throughout the universe in perpetuity, including, without limitation, the right to use or authorize the use of any portion(s) of the submission. Running Rebels shall be the sole owner of all rights, title and interest in the submission, unless assigned. We also reserve the right to reject all submissions without selecting a winner if none are deemed suitable. Entries cannot be returned.

\*If, after 10 days the judges cannot make contact with a selected finalist, they reserve the right to disqualify the applicant's entry and select another logo, thereby releasing the original finalist from all prize opportunities.

### **INFORMATION**

Contact Makeisha Young at 1-662-577-9169 or [youngmakiesha@yahoo.com](mailto:youngmakiesha@yahoo.com).