

# Westlake Educational Foundation

## Logo Design Contest

### ***What:***

Logo design contest to create a unique branding for the Westlake Educational Foundation.

### ***Prize:***

Cash prize of \$250 for winning logo design.

### ***Who:***

Contest is open to all Westlake High School students in grades 9-12. Westlake High School art teachers may be contacted as a consultant for the contest.

### ***About:***

1. Design should be inspired by mission statements of the **Westlake Educational Foundation** (see [www.WestlakeEducationFoundation.org](http://www.WestlakeEducationFoundation.org)) and the **Westlake City Schools** (see [www.wlake.org](http://www.wlake.org)).
2. Contestants will create a rough pencil sketch concept with a 25-50 word explanation summary of the rough concept.
3. Graphic concept and written summary along with release form should be emailed to [marketing@WestlakeEducationFoundation.org](mailto:marketing@WestlakeEducationFoundation.org). Other final digital artworks may be shared to show creative and technical abilities. Only one entry per contestant will be accepted.
4. Top three entries will be invited to meet with the Westlake Educational Foundation to present their concept in a rough digital color format. Multiple versions of same concept may be presented.
5. Entries will be judged by the Westlake Educational Foundation Board of Trustees.
6. Use of the "W" or other Westlake City Schools branding must comply with the Branding Guidelines established by the Board of Education, which can be viewed at <http://www.wlake.org>.

### ***Judging Criteria***

- ✓ Appearance – overall design layout, graphics, photos and color scheme.
- ✓ Originality and presentation appeal.
- ✓ Effectiveness in representation of the Westlake Educational Foundation.
- ✓ After the top three entries are selected, candidates will be asked to create a digital version of their concept to present to the Board of Trustees.

### ***Purpose:***

Design a graphic logo to create a branding for the Westlake Educational Foundation. Winning entry will be used for future marketing pieces created by Westlake Educational Foundation.

***Time Line:***

Monday, March 5, 2012

Pencil sketch and explanation of concept due. Email scanned copy in .jpg format of pencil sketch along with written concept explaining design to [marketing@westlakeeducationfoundation.org](mailto:marketing@westlakeeducationfoundation.org). Release form should be included with entry.

Wednesday, March 14, 2012

Top three entries will be invited to join with the Westlake Educational Foundation Board of Trustees Meeting on March 21, 2012 at 7:00 pm at the Westlake Porter Public Library to present concept with rough digital color format.

Wednesday, March 21, 2012

Top three entries are presented to the Westlake Educational Foundation Board of Trustees.

Friday, March 30, 2012

**Winner notified.** Final digital product in print shop ready format. Winner will modify as needed.

***Required Final File Formats***

*Standard Web Formats (.jpg, .gif and .png)*

*Print Ready Vector Formats (.eps, .pdf and .ai)*

*Layered Formats (.psd and .tiff)*

*Resolution (300 dpi or higher)*

***RELEASE***

We, \_\_\_\_\_ [parent/legal guardian] and \_\_\_\_\_ [student] hereby release and assign all rights, interests and claims, including all present and future creative design rights, to the Westlake Educational Foundation for Winning Logo Design. The Westlake Educational Foundation reserves the right to use, change or modify Winning Logo Design as it sees fit for all present and future purposes.

Student Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent/Legal Guardian Signature

\_\_\_\_\_  
Date