



LOGO DESIGN PROJECT Guidelines

DESCRIPTION OF EVENT

Each business is asked to design a logo to represent their organization. Below are the details of the competition. Also, please review the attached rubric/scoring sheet for the rating of the Logo Design Project. Please, only one logo submission per class.

GUIDELINES

- This is a DIGITAL SUBMISSION competition
- All projects must be uploaded on Pitchburner/Reviewr by February 1. NO EXCEPTIONS!
- Submission should include:
 1. Print-ready image file: color version, no larger than 10MB
 2. PDF file that includes:
 - o A brief description of your company or business (i.e. your product or service)
 - o An account of the image representation (i.e., what do the letters, numbers, symbols and/or colors represent)
 - o Software used in the design of logo and/or template and/or URL of website used
 - o Image file must be scalable. Include small, medium and large representations of the logo in BOTH color and grayscale (total of 6 images) in the PDF file
 - o Approximate sizes of images:
 - * Small: 1" x 1"
 - * Medium: 3" x 2"
 - * Large: 6" x 4"

Resources: • INKSCAPE – free vector graphics editor software (<http://inkscape.org/>)
• INKSCAPE tutorials: <http://inkscapetutorials.wordpress.com/tutorial-list-2/>

COMPANY NAME:					
Score Sheet for Competition LOGO DESIGN PROJECT					
RATINGS:	Needs Improvement	Acceptable	Good	Superior	SCORE
	0-4	5-6	7-8	9-10	
LAYOUT / DESIGN					
Presentation Appearance Memorable Use of space, color, form & clarity	Project lacks text or graphics, is disorganized and/or has little white space. There is no unity or consistency among text and graphic elements.	Overall graphic balance and organization of the logo is acceptable. Design may lack or have too much white space. There is little unity between text and graphic elements.	Overall graphic balance and organization of the logo is good. Text and graphic elements are arranged but lack adequate white space causing them to appear cluttered.	Logo is pleasing. Layout is simple and clean. Text and graphics are arranged to create a clear memorable design. Makes excellent use of white space.	
Font Choices Number of fonts Do fonts blend well? Legible?	There are multiple fonts, fonts do not blend well together and/or are illegible.	Logo may use multiple fonts, may or may not blend well and/or is illegible.	The choice of fonts is limited but may or may not blend well or is illegible.	The choice of fonts is limited and blends well. Logo is clear and legible.	
Color Choices Color appropriateness Does color palette support business theme? Renders well in black and white	Inappropriate color choices. Colors do not fit with business theme and/or logo does not render well in grayscale and/or black and white.	Color choices may be glaring or inappropriate to the theme of the business; logo may or may not render well in grayscale and/or black and white.	Most color choices are good and/or support the business theme. Logo may or may not render well in grayscale and/or black and white.	Excellent color choices that support business theme. Logo renders well in grayscale, as well as black and white.	
Versatility & Adaptability Scalable? Adoptable to other formats such as an animated version? Timeless? Will it stand the test of time? Or, is it based on a current fad or trend?	Logo does not meet any of the versatility and/or adaptability requirements.	Logo meets few of the versatility and adaptability requirements.	Logo meets most, but not all of the versatility and adaptability requirements. Logo may or may not be scalable, may or may not be adaptable to other formats. Logo may be based on a trend or fad.	Logo is scalable with no loss of resolution. It is adaptable to other formats and is not based on a trend or fad and will stand the test of time.	
Uniqueness & Creativity Does the design use common or standardized elements? Are common design elements combined in interesting ways creating a new element?	Design elements are common or standard with little to no manipulation. Logo lacks originality, imagination and/or creativity.	Few design elements have been manipulated. Logo does not demonstrate originality, imagination or creativity.	One or more design elements may have been manipulated. Logo demonstrates some originality, imagination and/or creativity but does not gain attention.	Logo manipulates material to create an original product, shows imagination/creativity, gains immediate attention has exceptional eye appeal.	
MECHANICS					
PDF file contained: 1) company description; 2) an account representation; 3) software and/or template and/or URL, 4) color and black and white images in small, medium and large format (6 images).	Missing 3 or more requirements.	Missing 2 requirements.	Missing 1 requirement.	Met all requirements.	
Judge's Signature and comments (may include more on back):				TOTAL POINTS (Out of 60)	