



Stewart Elementary Logo Design Contest

Overview

The Stewart Family announces a competition to design TWO (2) logos for Stewart Elementary School. The **SQUARE LOGO** and **HORIZONTAL LOGO** will be used on the Stewart Elementary website, social media sites, business cards, letterhead, posters, t-shirts or anywhere else The Stewart Family chooses! This document outlines the official requirements and rules of the contest.

How to Enter

To enter the Stewart Elementary Logo Design Contest, eligible participants must:

- Complete the Official Entry Form(s)
- Create a logo design following the Official Rules
- Submit the completed entry form(s) to the Stewart Elementary Office no later than May 1, 2019 at 4:00 PM.

Official Rules

The purpose of this contest is to design a logo for the Stewart Family. The Official Contest Rules are:

- The contest will **BEGIN on April 12, 2019 and END on May 1, 2019 at 4:00 PM.**
- To be eligible, each entrant must be a current student or staff member.
- **Each logo MUST:**
 - **Contain the words “Stewart Elementary” OR “Stewart Family”**
 - **Fit within the size parameters**
 - **Include a STAR**
 - **Be Stewart specific (i.e. include the idea of family, appeal to our proximity to Lake Michigan, or any other unique quality of Stewart Elementary)**
- Individuals may submit **one entry per logo category.**
 - EXAMPLES of entries:
 - Only the **SQUARE LOGO**
 - Only the **HORIZONTAL LOGO**
 - **BOTH the SQUARE LOGO and HORIZONTAL LOGO**
- All submitted work must be the original work of the entrant and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks or copyrighted images.
- All entries will become the property of Stewart Elementary School and Lakeshore Public Schools. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to Stewart Elementary School and Lakeshore Public Schools.
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner’s name, likeness and information provided on the entry form for publicity purposes, without further permission or compensation.



- Stewart Elementary and Lakeshore Public Schools reserves the right to modify the winning logo to better fit the needs of the initiative.
- The decisions of the Selection Committee will be final.

Selection Criteria

A selection committee comprised of Stewart Elementary students, staff, parents/guardians and Lakeshore Public Schools central office administrators will evaluate all entries based on the following criteria (though other criteria may be considered):

- **Relevance-** Does the design follow the official rules?
Does it represent The Stewart Family?
- **Originality-** Does the entry exhibit original design, creativity and imagination?
- **Aesthetic Quality-** Does the entry command attention?
Does it display visual balance and color coordination?
Do all the elements work together to create a unified and appealing design?
It is easy to read and decipher?



**Stewart Elementary Logo Design Contest
SQUARE Logo Design Entry Form**

Contact Details

Name:

Address:

City, State, Zip:

Classroom/Grade:

Logo Design and Description

Logo

A large, empty square box with a black border, intended for the student to draw their logo design.

Please describe the symbolism behind your logo design:

Required Signature

By participating in the Stewart Elementary Logo Design Contest, each entrant represents and warrants that s/he has read and agrees to be bound by the contest's official rules. Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work. This form must be signed by the entrant and/or guardian (for those under the age of 18 years) for official contest submission.

Signature:

Date:

Parent/Guardian Signature:

Date:



**Stewart Elementary Logo Design Contest
HORIZONTAL Logo Design Entry Form**

Contact Details

Name:

Address:

City, State, Zip:

Classroom/Grade:

Logo Design and Description

Logo

Please describe the symbolism behind your logo design:

Required Signature

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Signature:

Date:

Parent/Guardian Signature:

Date: