

DAY OF CARING LOGO DESIGN COMPETITION CRITERIA

sponsored by



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United Way

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Purpose / Focus

- To give the Livingston County United Way's Day of Caring event a fresh, new look and to utilize the new logo in all branding opportunities.

Eligibility to Participate

- Any Livingston County high-school aged resident can participate in the Day of Caring Logo Design Competition.
- The Livingston County United Way offers this contest as an experiential learning opportunity for area high school-aged youth.

Criteria

- Logo can be produced in one-color or full-color. If full-color or multi-color is used, logo must also have crispness and clarity when copied/reproduced in one-color format.
- Must incorporate United Way logo with proper branding (see attached sheet)

Prizes Awarded

- The first place logo design winner will receive \$100, second place will receive \$75 and third place will receive \$50, sponsored by NorthCom Print and Marketing Solutions.
- Public recognition will be given to the winners.

Logo Design Contest Judging

- The Day of Caring logo finalists will be selected by a committee of area marketing and human resource professionals.

Timeline

- Weeks of Jan. 25 / Feb. 1st – Contest announced to area schools
- By April 1st – Completed logo designs submitted to the LCUW
- By April 15th – LCUW committee judges logo design submissions and makes final determination of winner.
- Mid / Late April – LCUW makes public announcement and recognition of Day of Caring logo design competition winner. LCUW will then begin developing marketing pieces for the 9th Annual Day of Caring incorporating new logo design and branding the full marketing campaign.



www.lcunitedway.org

Contact Information

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