

Guidelines for the
25th Anniversary LOGO CONTEST
for St. Johns Schools Foundation for Excellence

We are pleased to invite students of St. Johns Public Schools to participate in this exciting project to help recognize and celebrate the 25th anniversary of the St. Johns Schools Foundation for Excellence (FFE).

Please carefully review the following guidelines to find out how

you could win a \$100 gift card to Michaels

where you can purchase many art and craft supplies to stimulate your creativity!

LOGO CRITERIA

1. The theme of the new FFE logo is “Excellence.”
2. Though this is the FFE’s 25th anniversary, the logo will be used for many years to come and should reflect this timelessness.
3. The logo should be clear, concise and printable for various purposes. The FFE is looking for a design that is easily reproducible, not for an elaborate drawing.
4. Logos can be digitally produced or hand drawn.
5. Colors should be limited to one or two colors which can be changed from year to year. For example, this logo is printed on t-shirts given as academic awards and the logo color changes each year, depending on the color of the shirts.
6. Students are encouraged to visit our website to find out more about the FFE’s mission and history so that they will have a better understanding of the quality, mood and spirit that the logo should convey. Students can access the FFE website at sjsffe.org or by following the FFE link under the “community support” tab on the school’s webpage sjredwings.org.
7. The winning logo should “speak for itself,” but students are welcome to submit a one paragraph narrative with their logo that explains their choice of design and message. However, these ideas should ultimately be evident in the design itself.

HOW TO ENTER:

1. The student (who is currently enrolled in a St. Johns, MI Public School) should include his or her name, address, phone number, email address (if applicable), school name, grade and teacher’s name.
2. The student will preferably supply an electronic submission. However, printed copies will be accepted for those who cannot conveniently send email.
3. Designs and other required information must be received by the end of the school day on November 1, 2010. Submit them electronically to sjexcellence@gmail.com with the subject line “Logo Contest” or submit them to one of the following teachers: Cindy Deveau, Kathy Heystek or Britta Astle at SJHS; Jared Fromson or Renee Jorae at SJMS.
4. By entering the contest, the student understands that the winner must agree to sign a release form allowing the FFE to use the logo for all its future materials. Furthermore, the winner must agree to be photographed with his or her design for promotional purposes.
5. The winner, who will receive a \$100 gift card to Michaels, will be notified by December 1, 2010.

Thank you for your interest in the Foundation for Excellence.

Please join our Facebook group: “Support for St. Johns Schools Foundation for Excellence”

so that we may keep you posted on all FFE news and information!