District 89 Logo Contest

SUGGESTED GUIDELINES:
- Open to all students across the district on a voluntary basis
- Publicized by each building principal and art teaching staff
- Start: October 1, 2012 End: December 1, 2012
- Students submit to their school's Main Office
- Principals work with staff to select two per building.
- Individual school winners submitted to Board during January BOE Meeting to narrow to three choices.
- Final selection a student ballot or web site voting across the district.
- Winner submission sent to graphic arts firm to design professionally electronic formats for use in the creation of letterhead, business cards, web site design, and other marketing materials.

CHALLENGES:
- Begin of year start may not be realistic given the changes in leadership and initiatives undertaken across the district
- Costs – Need to hire firm to create professional version of artwork – est. $250-$750
- Costs - $250 to change website
- Costs – Printing costs to change letterhead, business cards, etc.
- Finished process most likely will not be ready until March 2013 with a planned rollout July 1, 2013
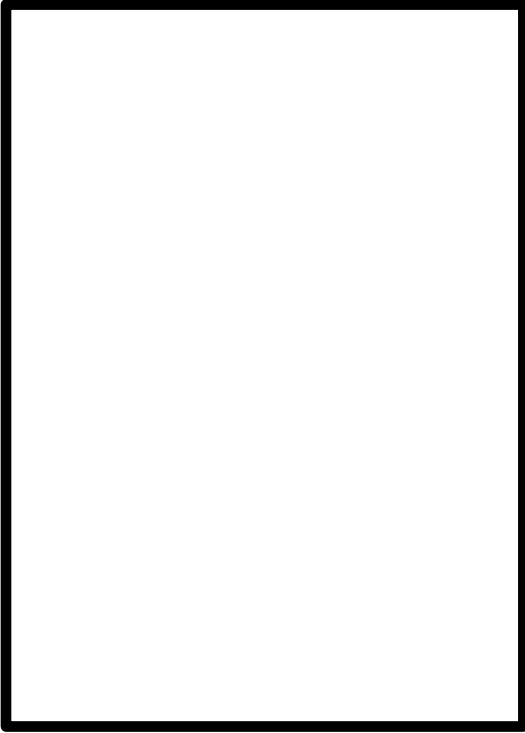
RECOMMENDATION:
We move forward with the contest no earlier than October 1 for a rollout of July 1, 2013. This option would involve continuing with our current logo and delay implementation until the start of the 2013-14 school year. Alternatively, we could accept the professional design currently used on the website and possibly revisit the contest at a later date.

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Specifications

Aspect Ratio = 2.33:3.23 (Width by Height)

Color Scheme
Medium Grey / Silver (CCCCCC - http://www.colorcombos.com/colors/CCCCCC) and
Smalt Blue (003399 - http://www.colorcombos.com/colors/003399)
White (http://www.colorcombos.com/colors/FFFFFF)
Black (http://www.colorcombos.com/colors/000000)