

CoSA Logo Competition 2015-2016

FIRST DUE DATE, Friday, October 30

Calling all CoSA students! It is our 20 year Anniversary and it is time for a new logo, and we want it to be created by CoSA students!

Logo Requirements

- **Professional:** This logo will be featured on our website, social media platforms and other mediums (stationary, pamphlets, t-shirts etc). Logo should be eye-catching, a truly successful logo is *simple* and clean and can hold its own as ½" x ½" in one color.
- **Theme:** Logo should promote and visually represent CoSA. Design should be universal in theme, how could existing logo be simplified and modified? How can you represent and incorporate all of our 6 conservatories?
- **Color:** Logo must look good in color (if any) or black and white.
- **Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published (you may alter/simplify and modify the existing CoSA logo). Must be easily reproducible and scalable for large and small formatting (remember, how would it look at ½" x ½" in one color.)

Contestants agree that Coronado School of the Arts (CoSA) may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to CoSA. Additionally, CoSA may alter, modify or revise the logo as it sees necessary to achieve the goals of the center. CoSA reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

There are 3 phases for this competition:

Tier I:

-Open to all mediums (digital, painting, drawing, photography, sketch on a napkin) and sizes. -Think outside the box, but remember it MUST be original work ONLY.

-Top 20 winners will be selected by the CoSA students (all CoSA election)

-Out of the 20 CoSA staff will select 10 to go on to Tier II

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Due to the CoSA office

Tier II:

Top 10 logo semi-finalists must:

-Submit their logo as one color on an 8.5"x 11" paper (or digital) AND as a ½" x ½" size.

-3 finalists chosen by CoSA staff and stakeholders

-Students may receive digital support from the CoSA office (assistance in the final production of the logo)

DUE DATE to be announced

Tier III:

-3 finalists must:

-Submit their logo as a high resolution with 300 dpi or higher original source Vector file

Date of announcement of chosen logo to be announced (soft launch in spring of 16, official July 1)