Logo Design Contest

presented by NJ TSA for the

NJ Association of Conservation Districts (NJACD)

New Jersey

TSA

Technology Student Association

Requirements

Specifications

Logo must:

- be submitted as a digital JPEG file; no hard copy needed;
- be able to print on an 8.5 x 11 sheet;
- be original work; no copyrighted material;
- be submitted along with a written explanation of the logo, not exceeding one page (Word Document or PDF); citations must be in MLA format; explanation must include the software used to create the design.

Evaluation

Evaluation is based on the criteria in the attached rating form.

Winners

Winners will receive the following prizes:
1st Place: $100 Gift Card
2nd Place: $50 Gift Card
3rd Place: Official TSA shirt

Overview

Design Problem: The NJ Association of Conservation Districts (NJACD) is an environmental, non-profit organization that is in need of a new logo. They have summoned NJ TSA to help design it!

The NJACD's mission is to conduct educational, scientific and charitable work concerning the conservation, maintenance, improvement, development and use of land, soil, water, trees, vegetation, fish and wildlife, open space and other renewable natural resources. For more information about NJACD, go to: http://www.njacd.org/

Design Brief: Design a logo for the group, NJACD, that reflects the conservation theme of soil, water, wildlife, etc. The logo will be used to promote the organization on letterhead, web/social media sites and educational materials. The NJACD would like the logo to be:

- New Jersey-centric
- A simple yet innovative design
- Professional and business oriented
- In earth colors

You may include the following tagline with the logo (but it is not required): "Conserving New Jersey's Resources"

Deadline and Submission:
November 18, 2013 by 5pm to tsachall@tcnj.edu
Include Full Name, Advisor's Name and School Name with your email submission.
All submitted designs will be displayed on the NJ TSA Website.
All entries become the property of NJ TSA and the NJ Association of Conservation Districts.