School Logo Design Competition

The purpose of this competition is to get the school community involved in modernising our school logo. It is open to students, staff and the wider school community.

Background Information

The graphic on this logo is representative of pine trees in the school and the local area. It was designed by a Creative Arts teacher in approximately 1983. The "vision and progress" was developed by a student after a school-wide competition. Colour was added in 2016.
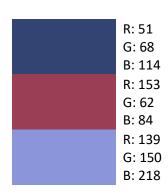
Criteria:

- Maintain the "Vision and Progress" motto
- Use the school colours
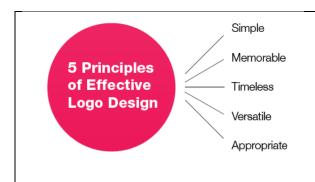- Some designers may wish to include the pine trees in their ideas, although the trees are not compulsory

Hints:

- Keep it simple
- It should be instantly recognised
- Ideally, it should look good in B&W or colour
- It should represent Crestwood HS

School Colours

	R: 51 G: 68 B: 114
	R: 153 G: 62 B: 84
	R: 139 G: 150 B: 218

What makes a good logo?

A good logo is distinctive, appropriate, practical, graphic and simple in form, and it conveys the owner's intended message. A concept or "meaning" is usually behind an effective logo, and it communicates the intended message.

5 Principles of Effective Logo Design

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

An effective logo works across a variety of media and applications. Ask yourself, is your logo still effective if it is printed...

- In one colour?
- In reverse colour (i.e. light logo on dark background)?
- The size of a postage stamp?
- As large as a billboard?

Entry Conditions

- Submissions can either be a hand drawn sketch or a computer generated graphic
- The competition is open to students, staff and the wider school community
- You are allowed to submit more than one entry
- The judging will be completed by a committee.

Prize

A prize of a $200 Castle Towers gift certificate or equivalent will be awarded to the winning entry

How to submit your idea

If hand drawn, submit to Mr Hinde in the Industrial Arts staff room

If your submission is computer generated, save it as a jpg file, call it *yourFirstLastname*.jpg and submit it by clicking the link below:

https://www.dropbox.com/request/DtCY4ODPclrEdDcs7Gem?oref=e

Entries close Friday 26 October, 2018 (Friday week 2, term 4)