NIU Convocation Center Logo Contest
Rules & Guidelines

INTRODUCTION:
The NIU Convocation Center Logo Design Contest (the "Contest") gives participants the opportunity to design a LOGO for the Convo’s 10 Year Anniversary Campaign.

By participating in the contest, the artist accepts and agrees to comply with the Official Rules.

ELIGIBILITY:
The contest is open to only individuals and NIU Student Organizations. The Contest is not open to companies or education institutions.

ENTRY:
To enter the Contest, participants must:
1) Submit initial entries by email to convocenter@niu.edu. The entries must be submitted as a scalable vector graphic. See the Submission Guidelines below for further information.
2) Include in the email the name, age, postal address, phone number and email address of the entrant.
3) Submit no more than 2 entries.
4) Conform to the Submission Guidelines set out below. Entries which fail to do so will be rejected.

SUBMISSION GUIDELINES
The purpose of this contest is to design a logo for the 10 Year Anniversary of the NIU Convocation Center. The logo will be used online, in print, and on merchandise. Flexibility is a key requirement, including the need to resize easily and to look good in black and white as well as color. Entrants should take care to ensure that their entries are not in any way similar to existing logos or other copyrighted images.

The logo must contain the words “10 year anniversary” and “NIU Convocation Center”.

DEADLINE FOR ENTRIES:
You must submit your design by 12:00 p.m. CST on Friday, September 21, 2012.

LOOK AND FEEL GUIDELINES
Your design should be dynamic, unique, creative, clean and incorporate the full name of the campaign: “10 Year Anniversary” and “NIU Convocation Center”. The logo may incorporate other imagery, abstract symbols or a catchphrase, so long as the full Campaign name is included somewhere in the logo. To this
extent, the full Campaign name can be displayed in a smaller font size than the main image, if there exists a main image.

Keep in mind, the Convocation Center 10 Year Anniversary logo will be used for promotional purposes. In choosing the winning design, the Convo will consider the following:

1. Would Convo guests, staff and public identify with the artwork or design?
2. Is the artistic execution strong? Is the piece aesthetically pleasing?
3. Will the design adapt well and allow for expedient and economical reproduction to use on T-Shirts, posters, and other formats, as well as print advertising?
4. Is the artistic approach fresh and unique?
5. To the best of the staff’s knowledge, is the design original and not a close derivative of an existing design?

**FORMATTING**

For purposes of submission, please submit the design in .png, .jpg or .psd for (Resolution of 300 dpi) AND as a .pdf file (less than 10MB). If the logo incorporates non-standards fonts, you must be able to provide us with the font should your logo be selected. If you are chosen as a winner, you MUST be able to provide a high-resolution vector file.

**PRIZES: One (1) winner will receive:**

1. Two (2) Tickets to an event of your choice at the NIU Convocation Center
2. Two (2) T-Shirts with your winning logo
3. Recognition in the Northern Star & NIU Today
4. Artistic credit for your winning design on www.niuconvo.com, in print and other media

The winning designs will be used as the Official Logo for the NIU Convocation Centers 10 Year Anniversary, including promotional items and advertisements.

**SELECTION OF WINNER:**

All entry designs will be screened and those that comply with the Official Contest Rules and have met the guidelines and specifications. The logo will be judged by NIU Convocation Staff. The top 3 logos will be placed on Facebook to be judged by Convocation Center fans.

The winner will be notified by telephone, email or mail at the end of each quarterly submission. In the event that no entry is selected, NIU Convocation Center reserves the right to declare no winner and run the contest again at a later date.

**COPYRIGHT, RIGHT OF USE**

Upon completion of the competition, the Convo acquires ownership of all logo submissions and artwork by assignment of copyright. All designers will disclaim any trademarks and without limitation all other rights related to the design.
Due credit will be given to the winning designer on the Convo Facebook Page and on www.niuconvo.com