



Columbia College’s Athletic department has taken a look at the current athletics logo (<http://www.columbiacougars.com/>) and has decided to rework the current design to meet new objectives (see objectives below).

The contest is open to Columbia College students, faculty, staff and alumni from any of the 35 campus locations as well as those, nationwide, who are interested in participating in the contest. Below are the contest guidelines. For contest questions, please contact Columbia College Public Relations – (573) 875-7208.

#### **Objectives**

- To refresh and “modernize” the Columbia Cougars logo
- To make the Athletics logo more simple and production-friendly
- To create a design that encompasses all sports and compliments “We Are CC” and the institutional brand

#### **Contest Eligibility**

- The contest is open to Columbia College students, faculty, staff and alumni from any of the 35 campus locations as well as those, nationwide, who are interested in participating in the contest.

## Contest Entry Criteria

Submissions must be authentic and include *all* of the following criteria outlined below:

- Contestants must utilize the current school colors of navy and silver
- Participants must provide a primary and secondary logo and suggested secondary color palette
  - While the logos can but don't have to be more than one color, artwork should include a black and reversed out white version of both the primary and secondary logos
- Must include a written (no more than 500 word) rationale.
  - How the design meets logo objectives and supports Columbia College's overall mission
  - Rationale for design (color choice, design style, typography usage) and any other data points that support the design platform
- Contest participants must include the following documents to be considered:
  - Entry form (completely filled out)
  - Design/originality consent form (allowing Columbia College all rights to use the artwork submitted without royalties or further financial obligations. It also outlines that all artwork is original and authentic and does not violate any other parties/designers/organizations, etc.)
  - Publicity consent form (allowing Columbia College the rights to utilize the winner for media and promotional purposes)
- The submission must be received in the following format(s) and meet the specific size limitations. Entries received that don't meet the criteria will be disqualified from the contest.

Formats:

- Raster or vector- (vector preferred)
- Eps. Psd. Ai. (no jpg)

Sizes:

- Raster- 300dpi
- Vector – any size will work

## Judging Criteria

Artwork submissions will be judged based on the criteria below. Columbia College will appoint a panel of judges to review each entry based on these criteria and select the winner.

### **Sound Design**

While subjective, the logo must be soundly designed, look good and focus on the following design fundamentals:

- Space
- Color
- Form
- Consistency
- Clarity

### **Functionality**

The logo will be utilized on the web, in print, on a variety of promotional products in a variety of sizes and should be functional regardless of usage.

*Note:* Simplicity does not mean that the logo is missing anything. In fact, to aid in functionality, the logo must be simple. The functionality of a logo focuses on design intricacies, gradients and shadows as integral parts of the design. A great logo must have the ability to be printed or used in all of the contexts mentioned above and still represent the brand effectively.

Functionality entails:

- Simplicity
- Scalability
- Color
- Depth

### **Representative**

The logo must truly represent Columbia College and its vision and mission, while not losing sight of the institutions traditions and heritage. <http://www.ccis.edu/about/>

### **Timeless**

The logo must be timeless and designed in such a way or on a platform that is not likely to go out of style. The logo should look good for the next 5 plus years.

### **Immediate and Lasting Impression**

A logo must make a lasting, positive impression. A successful logo is one that is remembered and that people associate with a particular organization or entity.

### **Comprehensible and Logical**

The logo needs to make sense and doesn't require too much additional information or conversation to understand its meaning. A logo needs to be understood not only by key stakeholders who may have more knowledge about the College but to an average person outside of the institution in the community.

## Judging Criteria *continued*

### Unique

Create a unique logo that is creative, imaginative, and original.

[http://www.google.com/search?q=college+athletics+logos&hl=en&qscr=1&nord=1&rlz=1T4ADSA\\_enUS455&biw=1429&bih=911&site=webhp&prmd=imvns&tbm=isch&tbo=u&source=univ&sa=X&ei=736pTuS1B8eesQKbttThDw&ved=0CEUQsAQ](http://www.google.com/search?q=college+athletics+logos&hl=en&qscr=1&nord=1&rlz=1T4ADSA_enUS455&biw=1429&bih=911&site=webhp&prmd=imvns&tbm=isch&tbo=u&source=univ&sa=X&ei=736pTuS1B8eesQKbttThDw&ved=0CEUQsAQ)

**Note:** Submissions shall be treated as being free of restrictions and limitations on their use, reproduction, and publication.

## Submission Criteria

- All entries are due on **February 1 , 2012**. Entries received after that date will not be considered or accepted. Due to email capabilities, all work should be received on a thumb drive or submitted via a disk. All thumb drives/disks will be kept and not sent back to the original sender unless otherwise noted. Submissions sent via other delivery modes, will not be accepted. ***Mail postmarked after February 1 , 2012 will not be accepted.***

The review process will begin immediately. Should there be a tie; top contenders will be asked to present their artwork to the logo steering committee to determine a winner. A final winner will be announced in March. Communication and media relations efforts will follow.

### Mail thumb drives to:

Cindy Fotti  
Associate Director, Athletics  
Columbia College  
1001 Rogers Street  
Columbia, MO 65216  
[cnfotti@ccis.edu](mailto:cnfotti@ccis.edu)

### For personal deliveries, please see:

Kim Kliegel  
Coordinator of Athletic Services, Athletics  
Columbia College  
1001 Rogers Street  
Columbia, MO 65216  
(573) 875-7433  
[kakliegel1@ccis.edu](mailto:kakliegel1@ccis.edu)

*Kim is located in the Southy Building on Rangeline*

## Contest Winner

- Columbia College will recognize the winner through media relations efforts. Winners will be required to sign the media release form and will be notified the week of February 20, 2012 or as soon thereafter as practical.
  - Columbia College has the legal right and ability to retouch final artwork.
  - Top contenders and the final winner will not receive a monetary award for submissions and will not collect royalties for usage of original or retouched artwork.
  - Top contenders/winner must sign the following forms:
    - Media relations consent form
    - Design/originality consent form
  - Top contenders/winner must sign the following forms:
    - Copyright assignment which shall include each and every contributor to the “work” having any claim whatsoever to ownership of a copyright therein.

