

GVSU Making Waves Logo Contest

Calling all students, artists, and inspired community members!

The Making Waves Initiative (MWI) is looking for a new logo and needs your help. We are seeking **currently enrolled GVSU students** who can design a creative, innovative and professional logo. The logo should be recognizable and help promote the goals of the MWI (www.gvsu.edu/makingwaves). Please carefully read the contest rules below for more details regarding logo design, contest rules & submission requirements.

How to Enter the Contest

The contest begins on **February 1st, 2019**. Submissions will be accepted through **February 18, 2019**. Winners will be announced in via our website, social media websites and by direct contact to the winners' email accounts by **March 1, 2019**. In order for your entry to be submitted and reviewed by our judges, all entries must be:

1. Submitted as a high resolution .pdf with 300 dpi or higher.
2. Submitted with a completed [contest entry form](#).

Logo Requirements

- **Professional:** This logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc).
- **Theme:** Logo must promote the MWI and the goals as defined in the On-Page MWI summary. Design should be universal in theme, and not discipline or topic specific.
- **Color:** There are no limitations and any colors may be used. However, logo must look good in color (if any) and 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. Must be easily reproducible and scalable for large and small formatting.

Winner Selection

A Selection Committee comprised of faculty, staff, students and West Michigan community members will evaluate all entries based on the following criteria (though other criteria may be considered):

Relevance – Does the entry align with the theme and goals of the Making Waves Initiative as summarized [here](#)?

Originality – Does the composition exhibit original design, creativity, and imagination?

Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

The winner of first prize will earn bragging rights and public recognition as the designer of the official GVSU Making Waves Initiative (MWI) logo in addition to receiving a GVSU Bookstore “swag bag” with a \$200 value. The winning logo will be adopted for MWI promotion and use throughout the university-wide, two-year initiative. Second place will receive a GVSU Bookstore “swag bag” with a \$100 value.

The Selection Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.