EAST INITIATIVE

2022 EAST Conference
LOGO COMPETITION

If your design is chosen, it will be featured prominently on the EAST Conference website, t-shirts, banners, and more!

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SUBMISSION DEADLINE:
3:00 PM, CST Tuesday, April 27, 2021

Please read the following requirements and recommendations carefully beore submitting.

Competition Overview

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Help us prepare for the 2022 EAST Conference by graphically representing the new Conference theme:

Build UP

Creating. Moving forward. Supporting community and personal development.

What is a logo?

A logo is a visually engaging graphic representation of a theme, concept or identity, that brands a company or event for marketing purposes. The Conference logo will be featured prominently on the website, t-shirts, banners and more. Take some time to research and be inspired before creating your design.

The winning logo will...

- Include text that reads our theme title, Build UP ("UP" in all caps)
- Include our hashtag #EASTCon22
- Visually represent the theme concept

Here are the winning logos from the last 3 years:

Logo Design Guidelines

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REQUIRED: Artwork MUST be original

- It is okay to be inspired from the Internet and elsewhere but do not use another designer's work.
- NO CLIP ART. Use the tools in your classroom, such as Adobe Illustrator or another vector drawing program.

Tips For Creating A Logo:

- Make sure your design communicates the EAST Conference theme.
- Use simple shapes and typefaces.
- Use no more than one to two fonts. Free fonts can be downloaded at:
    - dafont.com (Make sure fonts are 100% free use or in public domain.)
    - fontsquirrel.com
    - fonts.google.com
- Do not use photographs.
- Remember this is a LOGO - not a Poster! Click HERE for examples!
- Choose a distinct color theme (one to three max). Make sure to provide a one color option.
- Use negative space effectively.

Want Resources?

- Creative Bloq's 11 Brilliant Resources for Logo Designers
- Logospire - Logo Inspiration Gallery
- How to Design A Logo: 50 Tutorials and Pro Tips

Need Inspiration?

For inspiration, click here to view previous logo design winners!

Please Note

Submissions are limited to 10 per EAST program. If more than 10 entries are submitted from an EAST program, only the first 10 submissions will be considered.

Submission Instructions

To qualify, all details and project descriptions in the online application must be complete. This information will be used as a part of the judging criteria for this competition. The submission deadline is **3 p.m., CST Tuesday, April 27, 2021.**

REMEMBER: The submission form will automatically close at 3:00 PM CST on the deadline date. If you are in the middle of submitting a form at this time, your submission will NOT be received. Please remember that upload speeds can vary depending on file type, school bandwidth, etc. Deadline days have a high volume of submission traffic, which can also cause delays in uploading files and submitting applications. If you encounter an issue on the day of a deadline, EAST staff may only have limited availability to provide assistance. EAST staff will not grant a deadline extension. It is recommended that you DO NOT wait until the last day or the last minute to submit your application.

Step 1- Get Ready

Before submitting your application, make sure you have all the **required** materials:

☐ **Team Photo**
  • Submit One Team Photo (.jpg). This photo may be used on stage if your project is selected as the winner.
  • Have ONLY the team members in the photo.
  • Waist up, close up photos are best.

☐ **Final Logo Design in Vector Format (.ai or.eps)**
  • This should be a vector format created in Adobe Illustrator or another vector drawing program (.ai or .eps file format)
  • Designs should be 1-3 colors max.
  • Send your ORIGINAL document with layers intact.
  • Do not merge layers.

☐ **Final Logo design as a .jpg**
  • Submit a .jpg so we can confirm how your design should appear.

☐ **One Color Design (.ai or .eps)**
  • Provide an all-black (1 color) version of your design (.ai or.eps).

Step 2 - Complete the [Online Application](#)

Tell us more about your logo design and the inspiration behind it. *Note: You will upload the items from step one in the online application.*

Step 3 - Upload Team Photo, Logo Design, & Additional Evidence

Combine all files from step one into one (1) Zipped File with a 1 GB (1048576 KB) max file size. Be sure to review the requirements in step one. Not sure how to zip a file? [Click here for Windows](#) instructions. [Click here for Mac](#) instructions.

Name your file using your first and last name (example: sallysmith.ai). If you submit more than one file, follow the same guidelines and add a number at the end. (example: sallysmith1.ai, sallysmith2.ai, etc.).

Step 4 - Submit

After completing the online application, click the "Submit" button. Once you see the "Submission Received" page, you will not be able to make any changes. If you do not receive an email confirmation, assume there was an error and your submission was not completed. Please go back and complete the online application again. If you still do not receive an email, please contact **events@EASTstaff.org.**

You may be asked to revise your design for reproduction or other issues. Be sure to keep original work. All logo designs become the property rights of EAST upon submission.