

Office of Diversity, Equity, and Inclusion Logo Contest Criteria- \$100 Cash Prize

Who: All HCPSS students are encouraged to enter the contest

What is a logo: A logo is a symbol, mark, or word mark, used to visually represent a business, office, or department.

The Office of Diversity, Equity, and Inclusion (ODEI) is an office in HCPSS that builds a climate of belonging, a culture of dignity with a racial equity lens.

What: Design a logo for the Office of Diversity, Equity, and Inclusion Instagram and Twitter social media accounts. It's usually very small, so simple is better.

Examples of Logos:

HCPSS



Teaching Tolerance



University of Delaware



Mercy Housing



Principles of effective logo design:

- **Memorable** the best logos are easily memorable. Unique. Strong.
- **Simple** the easier it is to recognize your logo the faster it will build brand loyalty
- **Versatile** your logo must read well in different sizes, materials, platforms and situations
- **Timeless** don't do trendy, that weakens your brand. Think McDonalds, Nike, Apple

Technical Criteria: Logo must be a PNG file and High Res 600x600 pixels at 300 dpi.

Use your imagination, creativity, and artistic talent to design a logo that represents diversity, belonging, empathy, justice, and joy.

When: All entries are due by, **Friday, March 26th, 2021** to DeNeatra_Barkley@hcpss.org and Razia_Kosi@hcpss.org

Please make sure to include your name and contact information when submitting.