

Can you design a logo?

Newark Thrives!

Youth Logo Image Competition



Newark Thrives!

\$100 Prize

Submission Deadline:

April 22, 2016

Follow us on Instagram & Twitter!



@newarkthrives

The winner will have an opportunity to work with
a **professional graphic designer** to develop the Newark Thrives! logo.

Submissions and questions can be emailed to: newarkthrives@gmail.com
Please include your name, email address, age & telephone number with the submission.

Contestants must be under the age of 24 to be eligible for the prize.

Newark Thrives!

YOUTH LOGO IMAGE COMPETITION

What does Newark Thrives! mean to you?

Mission:
Newark Thrives! mission is to improve access to and participation in high-quality out-of-school time opportunities for Newark youth by leveraging resources, convening stakeholders and empowering young people, families and educators.

Newark Thrives is a network to make sure all young people in Newark have great things to do when they are not in school such as art, science, sports & recreational, spoken word, writing programs, etc. All so that Newark youth can thrive!

Guiding Questions:
Contestants are encouraged to use the following guiding questions to develop the *Newark Thrives!* logo image.

1. AUDIENCE

Will the logo appeal to our target audience; both current and future?

You are one of our stakeholders, but there are other stakeholders that the logo must also appeal to (families, youth programs, other youth, funders, etc.).

Does it speak to their interests or needs?

Is it accessible to them? How universal is the concept?

Could it create confusion or be difficult to understand?

2. RELEVANCE

Does it express the purpose of Newark Thrives?

3. DISTINCTIVENESS

Will it stand out to provide quick and memorable identification?

4. SIMPLICITY/UNIVERSALITY

Is it detailed but not overly complicated?

5. MEMORABILITY

Does it create a lasting impression?

6. TIMELESSNESS

Can the logo be used for years to come?

7. ADAPTIBILITY

Will it work in black-and-white as well as in color?

8. EXTENDABILITY

Can you see the name and logo automatically inspiring potential headlines and catch phrases? Word play? Wit?

9. DEPTH OF MEANING

Does it have a common, clear, and unifying interpretation?