

Competition For A New Logo For The John F. Kennedy School Berlin

1. Goal

The John F. Kennedy School Berlin is looking for ideas for a new school logo that reflects the profile and scope of the school.

Competition

1.1. Initiator

The John F. Kennedy School represented by the members of the School Conference.

1.2. Competition and basis thereof

The competition is a competition of ideas. The process is anonymous. By participating in the competition the participants recognize the Rules and Regulations as stipulated. No legal recourse is permitted; the decision of the Jury is final.

1.3. Participants

Participation is open to all interested students, faculty, staff, alumni and parents at the John F. Kennedy School. Excluded are the members of the Jury.

1.4. Jury

The Jury is composed of members of the School Conference Board.

1.5. Dates

Questions: Any questions are to be submitted by e-mail to logo@jfksberlin.org by December 9, 2011. All answers will be answered and made available to all participants by December 16, 2011. This email address is for questions only and is not to be used for submission of entries.

Deadline: **Friday, March 9, 2012**, 16:00 (4pm) in the school, or by mail. For delivery by mail (or other messenger services) the admission postal stamp validates the entry.

Jury Meeting: March 2012

All documents are to be delivered anonymously using a self-defined identifier consisting of six (6) Arabic numerals and four (4) alphabetic letters. All filenames are also to be marked accordingly.

The accompanying statement of authorship must be filled out and sealed in an envelope, using only the anonymous identifier.

This envelope, together with all other documents, is to be sealed in a further anonymously labeled envelope and delivered in person to the office of the elementary secretaries Frau Fraede or Herr Coan, or sent by post.

Postal Address is:

John F. Kennedy School Berlin
"Logo-Competition 2011/2012"
Teltower Damm 87-93
14167 Berlin, Germany

This address should also be used as the return address.

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1.6. Submission Requirements

The participants are to submit the following:

1. A print of the logo on an A4 sheet
2. A suitable media (CD or DVD, Mac and PC compatible) with data as EPS, PDF or TIF. All fonts must either be vectorized or rasterized.
3. The completed statement of authorship.

1.7. Processing and usage rights

The final result of the competition will be communicated to the participants by sending out the minutes of the Jury. The authors of the winning designs will be notified by telephone after the jury meeting.

The competition participants agree that the results of the competition will be published on the Internet. Criteria for evaluation are creativity, originality and the suitability for school use in various application areas.

The Initiator has the right to use the winning designs in a variety of ways including further development, modification or adaption.

The exclusive usage rights go to the school, no spatial, temporal or semantic constraints are to be implemented.

It is expected that the authors of non-winning designs be in agreement with the above-mentioned processing and usage rights.

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2. Competition Task

2.1. Content

The logo must contain the name of the school and the place (**John F. Kennedy School Berlin, or John-F.-Kennedy-Schule Berlin**), the year of origin (**1960**) and the slogan **“Creating Community”**.

Optionally, a new slogan can be proposed.

2.2. Evaluation Criteria

2.2.1. Form

The logo should contain text or a combination of text and figurative elements. Fonts should not to be distorted. A good logo should be concise and recognizable and stand as an identification feature for the entire school.

2.2.2. Uniqueness and distinctiveness

The logo should be unique and distinct.

2.2.3. Memorability

Look out for a clear and simple logo design. Illustration alone is not a logo. Avoid unnecessary elements. The logo should be designed so that it is memorable. Simple, clear shapes and suitable colors determine a logo design. Detailed and elusive elements with complex coloring should be avoided.

Avoid recent logo design trends. Instead, make the logo look timeless.

2.2.4. Reproducibility

The logo will be part of the overall corporate design of the school and will therefor occur in a variety of forms. Whether used on stationary, business cards, certificates, adverts, calendars, posters, student ID cards, T-shirts, merchandise or the school website, the reproducibility of the logo must be guaranteed.

The logo should also work in black and white and in grayscale. It should be easily recognizable in different sizes and at different distances. A logo should be created as a vector file (e.g. EPS) to allow unlimited scalability. Good logos meet the highest requirements and are still recognizable when only a few millimeters in size. Moreover, the logo should work when inverted (white logo on dark background).

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3. Statement of Authorship

I/we hereby certify that by participating in the competition "Competition for a new Logo for the John F. Kennedy School Berlin" I/we am/are the authors of the competition entry and eligible under the competition rules.

Name

Address

Telephone

Place, Date, Signature