

ATMAE Graphics Division

Student Conference Location Logo Contest

The ATMAE Graphics Division is sponsoring an "ATMAE Conference Location Logo" Design Contest for undergraduate students. Students are asked to submit logo designs to be used for ATMAE's 2010 Conference in Panama City Beach, Florida. Submissions must be received by November 1, 2009.

Overview, Design Specifications and Submission Information

Contest Overview

- Design a location logo for the ATMAE Conference in Panama City Beach, October 26-30, 2010
- The "location" logo must represent both the ATMAE organization and the city of Panama City Beach using recognizable elements.
- The winning "location" logo design may appear on various media materials used to promote the 2010 ATMAE Conference in Panama City Beach, FL. The ATMAE Executive Board reserves the right to decide if the winning design will be used. Prizes will be awarded whether or not the design is used.
- The contest is limited to undergraduate students.
- The contest is limited to individuals (no teams of designers), and individuals may submit more than one entry.

Contest Prize: The winner will receive \$150 cash and a registration waiver to the 2010 conference (and possibly other prizes like free design software and maybe a digital camera—we're working really hard on getting those other prizes).

ATMAE is an acronym for Association of Technology, Management, and Applied Engineering. ATMAE is a non-profit association of faculty, administrators, students and industry professionals. ATMAE is recognized as the premier professional association responsible for the promotion of technology, management and applied engineering in business, industry, education, and government; the accreditation of technology, technology management, and applied engineering programs in colleges, universities, and technical institutes; and, the certification of technologists, technology managers, and applied engineers and their continued professional development.

Design Specifications

- A "location" logo is a logo that is designed with a specific location in mind.
- The logo design must incorporate the following copy: "ATMAE", "October 26-30, 2010" and "Panama City Beach".
- Logo designs should represent the following concepts: 1) ATMAE (go to www.atmae.org to learn more about the ATMAE organization and who they serve); and 2) Panama City Beach (go to www.visitpanamacitybeach.com/ to learn more about Panama City Beach, Florida).
- The logo must be adaptable to multiple uses (print and electronic) and sizes
- The logo must be reproducible in color and in Black & White.
- The logo must use original artwork.

Judging Criteria

- Logo entries will be judged on innovation, originality, creativity, technical quality, and adherence to the design specifications.
- Location Logo Design entries will be judged by a panel of individuals who are representative of education, industry, and the ATMAE Executive Board.
- After selection of the winning logo, the winning designer will be informed by email from the Location Logo Design Contest Chair.

Submission Specifications

- **Software:** Each Logo design must be created using a vector-based software program.
- **Logo Hard Copy Requirements:**
 - Each color logo design must measure 4 x 4 inches and be centered on a 8.5 x 11 inch sheet of white paper (vertical format).
 - In addition, on the same sheet of paper, a 1 x 1 inch Black and White or Grayscale version of the Logo must be placed below the larger logo.
 - Do not mount, staple, or bind the paper.
- **Identifying information required:** On the back of each paper entry, include the student name, mailing address, email address, telephone number, school name and faculty sponsor.
- **Electronic File:**
 - An electronic version of the logo design must also accompany the laser printed logo.
 - Submit a CD labeled with the software program(s) used and the entrant's name and contact information.
 - All fonts and artwork must be included on the CD.
- **Multiple Entries:** Students may submit multiple entries; each entry must stand by itself and include all necessary information; each entry must include a separate CD with the electronic version and required information noted above.
- **Faculty Sponsor:** The faculty sponsor must be identified including their name and contact information.

Submission: **Dr. Lynda Kenney**
 ATMAE Logo Design Contest
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 University of North Dakota
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Deadline: Entries must be received by November 1, 2009 to be eligible.

Questions? Contact Dr. Kenney @ 1.701.777.2197 or Lynda.kenney@und.edu