

TRIAD COLLEGIATE CHALLENGE LOGO DESIGN CONTEST

These students are not struggling for themselves alone. They are seeking to save the soul of America. They are taking our whole nation back to those great wells of democracy which were dug deep by the Founding Fathers in the formulation of the Constitution and the Declaration of Independence. In sitting down at the lunch counters, they are in reality standing up for the best in the American dream. One day historians will record this student movement as one of the epics of our heritage.

– Dr. Martin Luther King Jr. –

YOUR CHALLENGE

Design an inspiring logo for the Triad's collegiate 2010 MLK Day of Service efforts!

THE TRIAD COLLEGIATE CHALLENGE

Campuses from across Greensboro, High Point, and Winston-Salem are gearing up to make the 2010 MLK Day of Service the biggest yet in the Triad! The MLK Day of Service was established in 1994 as a federally-legislated day of service. The aim of the day is making the holiday a day ON where people of all ages & backgrounds come together to improve lives, bridge social barriers, and move our nation closer to the "beloved community" that Dr. King envisioned.

Twelve universities and community colleges have teamed up to make a huge impact across the Triad in honor of Dr. King on January 18, 2010. As part of this regional effort, we need a great logo to help brand and market our college-student service efforts on MLK Day.

That's where you come in. We need YOU to design a logo that will be used on t-shirts, posters, online advertisements, regional book drive ads & collection booths, and more as we spread the word about the MLK Day of Service, encouraging student and community volunteers alike to make a difference in their communities.

Below are guidelines for the contest & information on how to submit your entry. Students from the following campuses in the Triad are eligible to enter: Bennett College for Women, Davidson County Community College, Forsyth Technical Community College, Greensboro College, Guilford Technical Community College, Guilford College, Salem College, Surry Community College, Wake Forest University, Winston-Salem State University, UNC Greensboro, & University of North Carolina School of the Arts.

GUIDELINES

1. Your Triad Collegiate Challenge logo should be a professional & engaging design that captures the theme of the MLK Day of Service and civil rights history of the Triad. Specifically, the logo should reflect the Triad Collegiate theme:

Sit In. Stand Up. March On.

2. Your design:
 - A. Colors
Colors used should include a maximum of 4 colors and a minimum of 2. Color designs are encouraged but be sure that the logo can be clearly printed in black & white as well.
 - B. Look and Feel
The logo must include the theme “Sit In. Stand Up. March On.” in some capacity – either incorporated into an image, or simply written underneath/beside/above the image. The civil rights history, including the sit-ins, of the Triad was largely based on the actions of young college-aged men and women. Our hope is that not only will our service on MLK Day 2010 reflect this notion, but the logo as well.
 - C. File Type
Please submit logos as JPG, GIF or PNG files.
 - D. Copyright Issues
Entrants must have full copyright & distribution rights to any images in their logo entry. Please be aware that there are strict guidelines regarding the use of Dr. King’s image. While Dr. King’s image is certainly not required to be included, if you would like to incorporate his likeness, please feel free to use any elements from the MLK Day of Service [logo](#).



SUBMITTING YOUR DESIGN

The Triad Collegiate Challenge logo contest will run from Oct 7 – Nov 13, 2009. One entry per student is permitted. Send all files to Kara Brown (kbrown37@elon.edu) before 5 p.m. on Friday, Nov 13.

The MLK Triad Collegiate Challenge planning team will make a decision and announce the winner in mid to late November.

Good luck! Please contact your campuses’ MLK coordinator and/or Kara Brown with any questions. More information on the Triad Collegiate Challenge can be found at <http://org.elon.edu/nccc/triadexpansion.html>.