

DESIGN BRIEF

Organization:

Camas Educational Network

Our Mission:

To integrate environmental education and stewardship into our community by offering site-based learning, providing technical assistance to enhance ecosystem function, and partnering to cultivate ecological literacy.

What we do:

Camas Educational Network (Camas) was founded in 1999 to support innovative, hands-on educational projects throughout the upper Willamette Valley in Lane, Linn, and Benton Counties. Today, **Camas collaborates with students and community partners to apply classroom lessons to discover the ecology of their school campus and craft strategies to improve it.** Camas is working to nurture ecological literacy and advance environmental education; provide resources to support teachers and bolster student aptitude; ready a new work force to support the burgeoning ecosystem marketplace; overcome nature deficit disorder and develop cultural relationships to place; elevate management of school campuses as a model for sustainable development; explore alternative mechanisms to fund public education and reform practices to support it; protect water quality, enhance stormwater management, and conserve water resources; and improve the efficiency of vegetation management by conserving habitat on school campuses. To learn more about Camas's programs and projects please explore camasnet.org.

Core Values:

- #1 community
- #2 restoration
- #3 visionary
- #4 inspiring

What we want to Communicate Through Our Logo Design and Tagline:

Camas's Brand Identity must make people feel inspired to be part of this visionary organization. People will feel that together we are addressing and solving the root sources of environmental problems. They will feel hope, excitement, an urge to join, and a sense of renewal. They will decide restoration is a solution they want to be part of.

Our Target Audience:

Students, Educators, School District Administrators, professionals interested in issues associated with conservation, environmental equity, and sustainability, and residents of the Willamette Valley.

Organizational Colors: "green" and "yellow"

Please refer to the color strip file.

Our Logo Design and Tagline Will Be Used On:

web, print media, newsletters, letter head, banners, interpretative displays, and billboards.

DESIGN SPECIFICATIONS:

- Logo color: Black & white and color versions of each design are required. We have not selected specific hues from the color strip. Applicants must select and incorporate a preferred hue for each color from the provided color strip into their design.
- Logo size: The logo should function equally on letterhead or on a 10' billboard.
- Tagline: * **short** (absolutely no more than 8 words),
* **easy to understand, memorable** (catchy),
* **emotional** (makes the audience feel),
* **meaningful** (the best taglines may have more than one meaning),
* **unique** (no mimicking or copying well-known taglines)
- Typography: Please recommend font, size, and alignment in association with each design (logo and tagline)
- Format: All submissions must be in digital format. For the purpose of judging the design please prepare and submit your entry as a .TIFF, .JPEG, or .PDF file. Following selection of the winning design, the designer must submit a high resolution Adobe Photoshop and Adobe Illustrator (or equivalent) files to support logo utilization.

CONTEST RULES:

- Deadline: All designs must be submitted via email to info@camasnet.org no later than **3pm on February 10, 2012**
- Applicants: This is an equal opportunity contest open to amateur and design professionals. All submissions will be combined and judged together. **Applicants must be at least 16 years old to participate.**
- Selection: A jury, appointed by the Camas Board of Directors, will select the winning design the week of February 13. Our preference is to select one complete design package (logo + tagline). However, Camas and its selection committee reserve the right to a. select a tagline and logo from two different applications or b. to select no winner and cancel the competition.
- Prize: The winner will receive \$250 cash prize payable by March 15, 2012. If the selection committee chooses a logo and tagline created by two different applicants the cash prize will be divided equally awarding \$125 to each designer. No prize will be given for second place, third place, and so on.
- Acknowledgement: The selected designer will receive credit/kudos on the Camas website, in upcoming newsletters (including an interview with the designer), and as part of the "brand unveiling" at the Good, the Bad, and the Funky event on March 24th. All applicants will be acknowledged (listed on Camas website and upcoming newsletter).
- Ownership: The winner releases all rights to the selected logo design and tagline. They may not use the design without the express permission of Camas Educational Network