

Christian Engineering Society (CES) 2021 Logo Design Competition

Background

The Christian Engineering Society (CES) requires a new logo that will successfully identify the organization and engage new audiences. A spring 2020 marketing analysis, performed by business students at Calvin University, noted the drawbacks of the current logo and the benefits of adopting a logo with the following features: 1) aesthetically pleasing, 2) up-to-date, and 3) high quality/resolution. The new logo will be implemented on the CES website, social media sites, business cards, letterhead, posters/banners, and promotional gift items to enhance our branding identity.

This document describes the official requirements and rules of the competition that is being established to solicit new logo designs. By entering, participants agree to be bound by these contest rules.

Competition Eligibility

1. The contest is open to CES members and any other individuals interested in the promotion of activities that connect the engineering profession with Christian faith.
2. The contest is not open to board members of CES or their immediate family members.
3. Contestants are permitted to work individually or in groups; however, only one (1) prize will be awarded regardless of group size.
4. Violating any rule or not following instructions may eliminate participants' eligibility.
5. The CES board has the right to disqualify any entrant at any time at its sole discretion.

Competition Timeline

1. The competition will open at 12:01 a.m. Eastern Standard Time (EST) on February 1, 2021.
2. The competition will close at 11:59 p.m. EST on May 31, 2021.
3. Late submissions will not be considered.
4. The CES board will select the finalists by June 30, 2021.
5. First, second, and third place winners will be selected and notified by July 31, 2021.

Submission Guidelines and How to Enter

1. All entries must be submitted via email to the CES secretary, Gayle Ermer, at germer@calvin.edu.
2. Submissions must include the full name(s) of the person(s) who designed the logo, along with email addresses, postal addresses, and telephone numbers.
3. One or more submissions per person/group is acceptable. Each submission must be sent in a separate email.
4. There is no fee to enter the competition.

Logo Design Guidelines and Parameters

1. The logo's design should reflect the values of the CES. The following paragraph describes the purpose and goals of CES: "The Christian Engineering Society is incorporated as a US non-profit, organized for those interested in the relationship of engineering and Christianity... Our faith helps inform the choices we make as engineers, particularly questions related to purpose and priorities. We find God's calling in our lives in all its aspects, personal and professional. We are

interested in applying Biblical principles such as justice and stewardship to our professional lives and to the design of technology. God's special concern for the poor and disadvantaged touches our hearts so that we look for opportunities to use our skills as engineers in ways that build God's Kingdom. However, Christian engineering is not just about technology for the poor. We see all technological development as part of our stewardship and unfolding of the creation, a powerful tool that we must take care to use appropriately.”

[\(http://www.christianengineering.org/\)](http://www.christianengineering.org/)

2. The logo must be appropriate for a professional business setting.
3. Entries must be submitted in a scalable vector graphic format (EPS or SVG). Color must be CMYK, though the logo may also be produced in black and white. Contestants are advised to avoid gradients and half-tones. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales, for both digital and print viewing.

Intellectual Property

1. By submitting, entrants affirm their submissions as their own original work, implying that they have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of CES and may be used for any CES purposes.
3. CES shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
4. CES reserves the right to choose not to use the winning entry as described in these contest guidelines.
5. CES reserves the right to use any other entry for promotional purposes in the future.
6. If the winner is determined to have violated any rules, the prize will be forfeited, even if the determination is made after the prize has been awarded.

Determination of Winner and Prize

1. The winning entry will be selected by a panel comprised of board members of CES. A vote of CES members may be taken to inform the decision-making process. The decision of the board will be final.
2. Entries will be judged on their visual appeal, fit with the CES mission, quality of design, and ease of reproduction for the purposes stated above.
3. The prize for the winning entry will be \$300.00. A prize of \$200 will be awarded for second place and \$100 for third place. These prize amounts remain the same regardless of the size of the team submitting the winning entry.
4. The winners will be notified via email and announced on the CES website and Facebook page.

Disclaimers

1. CES is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.
2. CES is not liable, for the purpose of winner and prize notification and delivery, in the event a contest winner has provided incorrect, outdated, or otherwise invalid contact information.