MSEA LOGO design CONTEST

september 2009

MSEA is unveiling a new logo contest and is asking members to submit their concepts for a new, updated logo! The current logo has been around since September of 1996 and is beginning to feel dated. MSEA would like to create a new logo that still reflects MSEA and who we represent, but with a more **modern** or **timeless** look that can carry MSEA well into the future.

MSEA'S CURRENT LOGO

how to enter/guidelines

1. The Contest is open only to MSEA members; no more than three concept entries may be submitted by any one Entrant.
2. The entry must include the Entrant's name, address, phone number & email address (if possible).
3. Flexibility is a key requirement; the final logo must be able to be resized easily to look good at relatively small sizes. (letterhead, envelopes, etc)
4. MSEA's primary color is maroon with secondary colors of black and white, however the final logo must be legible in black and white.
5. The logo will be displayed online, in print, electronically, in advertising and on MSEA merchandise.
6. All submitted work must be original and not based on any pre-existing design. Upon submission, all entries become the sole and exclusive property of the MSEA, which also retains all rights of use and distribution. Entries will not be returned to the Entrants.
7. Submissions are due by **MARCH 1, 2010** and should be sent to Jodi Lietzau at the MSEA office.

jodi@msea-mn.com
651.297.6814 (fax)
888.329.6732 (toll free)

MSEA, Attention: Jodi
190 E 5th St #750
St Paul MN 55101

judging and selection of winner

1. The MSEA Program Committee will select up to three entries for consideration at the 2010 Delegate Assembly.
2. The Delegates and Alternates at the 2010 Delegate Assembly will vote for their favorite concept, and the results will be shared with the Assembly.
3. The Entrant whose concept receives the most votes will receive a $500 cash prize.
4. A professional designer will then use the concept receiving the most votes to create MSEA's new logo. However, MSEA reserves the right to not adopt any of the entries as the new logo if, in its discretion, MSEA's interests are best served by either retaining the existing logo or extending or modifying the process to find a new logo.