

MCOE Logo Contest Guidelines

Congratulations on your decision to participate in the Annual Mendocino County Science and Engineering Fair Logo Contest! Here are the details of the logo that judges will be considering as they select the best logo for this year's competition.

Logo Design Elements	Points Possible	Guidance for Judges
Originality of artwork	10	This is incredibly important. We will use all necessary software to rule out AI produced logos. Any winner will need to submit their original hand drawn content or digital file so we can see the history of the design.
Thematic Relevance to Science & Engineering fair	10	The image does not need to be a test tube but we do encourage images that evoke the idea of science. This year's theme is: Nature's Innovations
Simplicity of Design - The logo does NOT need to contain the title of the fair	10	It is important to consider simplicity because a logo should be identifiable in black and white or color. We also value neat edges. All unwanted markings should be completely erased.
Versatile & Scalable	10	Please be sure the image can be used on small labels and large posters.
High Contrast Typography - Can clearly be seen when reproduced	10	Final drafts of logos should be submitted in pen. We need high contrast between the white and black or colored details to ensure a quality print for t-shirts, signs and posters.
Appropriate use of color	10	The logo is not required to be in color. Color should be used to enhance the quality or details of the image to evoke excitement about the science and engineering fair. It is easier and more cost effective to print logos with a narrow color scheme, but this is not a deal breaker.
Perspective is proportional and balanced	10	Be sure to think about proportions. If letters are included, make sure they are of a similar size or very different to show intention.
Notes on Overall Aesthetic:		The overall quality and neatness of the image as well as artistic appeal will be considered in the final choice of the logo.

Score Sheet

[illegible]