



COMPETITIVE EVENT GUIDELINES

for JMG LOGO

DESCRIPTION

Each chapter will create a logo representing Jobs for Montana's Graduates (JMG) and/or the Montana Career Association (MCA) according to standard business practices for marketing.

PURPOSE

Encourage JMG students within each chapter to work together as a team, utilizing their artistic and creative talents to develop a logo that will be used to promote the IGNITE Montana Conference.

ELIGIBILITY

JMG students, enrolled in the MCA, and recorded on an up-to-date Jobs for America's Graduates eNDMS roster as verified by JMG state staff.

ENTRIES

One entry from each chapter may be submitted.

OBSERVERS

Logo entries will be displayed at the LEAD Montana Conference.

COMPETITIVE EVENT TIMELINE

JMG Logo event submissions must be post marked on or before the JMG registration deadline, which will be within the last couple weeks of September. Date will be set and communicated to Career Specialists each year. JMG Logo event submissions will be available for judges to view approximately one week after received in the JMG state office. JMG Logo submission judges will have a one week window to score logos. Event winners will be announced at the LEAD Conference.

EVENT RULES

1. The Career Specialist must indicate on the LEAD Montana Conference online registration their intent to submit a JMG Logo. Chapters must submit the JMG Logo and JMG Logo registration form, along with other competition submissions by the registration deadline.
2. Logo must be on standard letter sized paper: 8 ½" by 11" from edge to edge.
3. Logo submission must be flat-surfaced and two-dimensional.
4. Logo must focus on promoting JMG and/or the MCA and be an appropriate representation for use on marketing and promotional materials for the IGNITE Montana Conference.
5. Logo will be gender neutral.





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6. Logo may not exceed 5 words in text. “JMG” counts as one word; “Jobs for Montana’s Graduates” counts as four words.
7. Any and all inspirational, copyrighted, or otherwise contributing material will be credited on the JMG Logo event registration form. Failure to do so will result in immediate disqualification.
8. Logo will not display any school, chapter, or student identifying information.
9. On the **back** of the Logo submission, your school information will be provided:

School Name:	Montana School
Name of Chapter:	School Name JMG
City, State	Montana City, Montana

10. Logo will be judged prior to the LEAD Montana Conference.
11. Late submissions **will not** be accepted
12. JMG Logo will be judged based on the criteria in the scoring JMG Sheet.
13. Judges' decisions are final.





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JMG LOGO REGISTRATION FORM

*Must be completed and included with competition materials sent to JMG state office.

SCHOOL NAME	
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PLEASE LIST ALL STUDENT CONTRIBUTORS

STUDENT NAME(S)*	GRADE LEVEL

*Please include any additional names on the back of the page, including their grade levels.

Please list and cite all sources used in the process to create the Logo artwork (websites, books, photos, etc.). Additionally, include hardware (markers, stencils, etc.) and software (Microsoft Publisher, Adobe In-Design, etc.) used. **Failure to cite sources will result in disqualification.**

I, the undersigned, attest that the design and creation is my/our work. Any and all sources used are listed above. Furthermore, I attest that the production is in accordance with state and federal copyright laws.

I consent to its reproduction, use, and/or modification in any way for use by the Jobs for Montana's Graduates Program.

MCA President Signature: _____ Date: _____

Career Specialist Signature: _____ Date: _____



Judge # _____

SCHOOL NAME	
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"POINTS ACHIEVED" CAN BE AWARDED IN A RANGE FROM 0 TO MAXIMUM "POINTS POSSIBLE"	POINTS POSSIBLE	POINTS ACHIEVED	COMMENTS (Comments are very helpful for students' learning and are highly encouraged)
VISIBILITY			
• Stands out in its surroundings	5		
• Quick and memorable identification	5		
• Appropriate and non-offensive	10		
APPLICATION			
• Appears to be usable in a variety of applications (print, web, sticker, shirt, etc.)	10		
LAYOUT AND DESIGN			
• Simplistic - concept is easily identified	10		
• Use of imagery and typeface contributes to the design	10		
"SELLING" POWER			
• Promotes JMG Chapter and/or JMG Program	10		
• Reveals, to some extent, the nature of JMG	10		
• Purpose is clear in messaging/motto	10		
ORIGINALITY			
• Distinctive from competition; unique	10		
• Degree of creativity and imagination	10		
INCLUDED ON THE BACK:			
• School Name	Y/N (Pass/Fail)		
• Chapter Name			
• City, State			
To provide additional comments, please use the back of this page.			