

**The City of Charleston's  
Mayor's Office for Children, Youth and Families**

**First Day Festival  
Logo Contest**

**Purpose**

2008 marks the 6<sup>th</sup> year of the First Day Festival, so we are asking students to help us create new logo for the FDF celebration. This logo will serve as a graphical way to describe the festival and its mission. The winning logo will be implemented and used on materials for the 2009 First Day Festival.

**Mission of First Day Festival:**

The mission of First Day Festival is to celebrate education by hosting a special day of fun and educational activities for parents, families and children. In addition to celebrating education, the First Day of School Initiative focuses on encouraging parents to become involved in their child's education and on encouraging businesses to give employees time off to do so. During the festival, students and their families enjoy educational exhibits, recreation activities, and free food and school supplies (while they last). Students and their families can also visit the SC Aquarium, take boat rides in the harbor, and receive information on health and wellness, student support services, and student focused programs.

For more information on the First Day Festival, visit [www.charlestoncity.info/mocyf](http://www.charlestoncity.info/mocyf).

**Rules and Guidelines**

**Eligibility:**

- Contest is open to students ages 5 through 15.
- Parents must sign the FDF Entry Form.

**Design and Format:**

- Entrant's logo design should reflect the mission and purpose of the First Day Festival. The phrase, "First Day Festival", must appear in the design.
- Logo designs should be done on 8 ½" by 11" white paper.
- Logos must be created by hand, using paint, colored pencils, crayons, or markers. Use no more than three colors (If black is used, it will be counted as one of the colors.) The logo must be reproducible in black and white, so there must be a limit to the colors included.
- The logo should be suitable for many formats, including letterhead, buttons, websites, and large and small promotional banners; therefore, entrants should keep their logo simple in design (Some of the best logos are the simplest in nature.).
- Entrant's name should not be included on the logo. Names should be on the Entry Form, not the logo.
- The logo design must be submitted on a separate page and attached to the entry form.

**Submission:**

- Entrants must submit the original artwork of their logo with the completed Entry Form to:  
**Mayor's Office for Children, Youth and Families  
50 Broad Street  
Charleston, SC 29401**
- No electronic submissions will be accepted.
- Entrants may submit only one logo for consideration.
- All submissions must be the entrant's original artwork. No copies or tracings are permitted. Copyrighted characters, images or clip art are not permitted.
- Designs must be submitted by only one individual student. (Students may not work together on a submitted logo.)

**Selection Process:**

- A Judging Committee will be appointed and will judge each entry. The Committee will select the winning entry.
- Entries will be judged in three areas: reflects the mission (celebrating education, encouraging parental and business involvement in education) of the First Day Festival; creativity/originality of the design; and quality of the design.
- Mayor Joseph P. Riley, Jr. will unveil the winning logo and honor the student designer at the 6<sup>th</sup> annual First Day Festival, Sunday, August 17, 2008.
- The top twenty-five logos will be on display at the 2008 First Day Festival.

**Terms of Winning:**

- All entries and all copyrights therein, become the sole property of the Mayor's Office for Children, Youth and Families. By entering, the entrants and their parents/guardians agree to abide by the contest rules, and warrant that their entry is their original work and does not infringe upon or violate the rights of any third party and grant the Mayor's Office for Children, Youth and Families the right to use the logo entry for all promotion materials and information associated with the First Day Festival.
- The winning entrant must agree to have their name and photograph released.
- The winning entrant will be notified prior to the 2008 First Day Festival and will be asked to attend the opening ceremony on Sunday, August 17<sup>th</sup>.
- The winning entrant (and parent, if appropriate) will work with a professional artist to convert the logo into a digital format.

**Deadline Date: Friday, August 1, 2008 at 4:00 pm.  
No entries received after the deadline will be judged.**

For more information on the Mayor's Office for Children, Youth and Families,  
please visit [www.charlestoncity.info/mocyf](http://www.charlestoncity.info/mocyf).

**First Day Festival  
Logo Contest**

**Entry Form**

Entrant Name: \_\_\_\_\_

Parent /Legal Guardian Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone number: \_\_\_\_\_ Cell number: \_\_\_\_\_

School: \_\_\_\_\_ School Principal: \_\_\_\_\_

Entrant Grade Level: \_\_\_\_\_ Age: \_\_\_\_\_

**Certification**

I, \_\_\_\_\_, parent/legal guardian of  
\_\_\_\_\_, hereby give my consent for my child to enter this logo contest in  
the above stated name. I hereby certify that the logo was created entirely by the individual indicated  
above and is that individual's original artwork. I understand that all decisions made by the judging  
committee are final. I understand that the logo becomes the property of the Mayor's Office for  
Children, Youth and Families and may be reproduced. All personal information will be kept strictly  
confidential.

Date \_\_\_\_\_

\_\_\_\_\_  
Parent/Guardian Name (print)

\_\_\_\_\_  
Entrant Name (print)

\_\_\_\_\_  
Parent/Guardian Signature

\_\_\_\_\_  
Entrant Signature

**The deadline for submissions is 4:00 p.m. on Friday, August 1, 2008.  
No entries received after the deadline will be judged.**

\* Logos must be submitted on a separate page and attached to this Entry Form.

**Return to:**

Mayor's Office for Children, Youth and Families  
50 Broad Street  
Charleston, SC 29401  
Office: (843)965-4190 Fax: (843)965-4192  
email: [mocyf@ci.charleston.sc.us](mailto:mocyf@ci.charleston.sc.us) website: [www.charlestoncity.info/mocyf](http://www.charlestoncity.info/mocyf)