



NEW HAMPSHIRE DEPARTMENT OF  
MILITARY AFFAIRS AND  
VETERANS SERVICES



# Logo Design Contest

## Grades 6–12



**Are you creative? Do you have an eye for design?**

**Are you interested in graphic arts?**

**Do you have a desire to serve the NH Veteran Community?**

**WE NEED YOU!**

The NH Department of Military Affairs, in partnership with NH Employment Security and NH businesses will be launching a Veteran-Friendly Business Recognition Program in Spring 2020. We want YOU to design the logo for this new program! All Veteran-Friendly Businesses in New Hampshire will proudly display the logo you design on promotional materials, websites and in their stores!

See reverse side for contest rules & submission requirements.

Submit via email to [VeteranFriendlyBusiness@mavs.nh.gov](mailto:VeteranFriendlyBusiness@mavs.nh.gov) by 12pm on October 2, 2020.

Include your name, school, grade and contact information in the accompanying email.

**For more information:**

Contact [VeteranFriendlyBusiness@mavs.nh.gov](mailto:VeteranFriendlyBusiness@mavs.nh.gov) or call (603) 271-9215.

# Calling all NH artists and inspired, future graphic designers!

## Grades 6-12

The Department of Military Affairs & Veterans Services and NH Employment Security are launching a Veteran-Friendly Business Recognition Program in Spring 2020 and are looking for a logo to promote a visual identity. They need your help! We are seeking current New Hampshire students in grades 6 -12 (at time of submission) who can design a creative, innovative and professional logo design. The logo should be recognizable and help promote the program mission.

*The NH Veteran-Friendly Business Recognition Program serves to celebrate and partner with businesses and organizations in New Hampshire that strive to Honor, Empower, Fortify and Impact the lives of NH Servicemembers, Veterans and their Families.*

The rest is up to you! Please read below for more details regarding logo design, contest rules & submission requirements.

### How to Enter the Contest

The contest begins on **April 1, 2020**. Submissions will be accepted through 12pm **October 2, 2020**. Winners will be announced via our website, social media websites and by direct contact to the winners' email accounts. In order for your entry to be submitted and reviewed by our judges, all entries must be:

- submitted directly to Amy Cook, [VeteranFriendlyBusiness@mavs.nh.gov](mailto:VeteranFriendlyBusiness@mavs.nh.gov) with an accompanying email that provides your name, contact information, school and grade (at time of submission).
- submitted by students enrolled in a New Hampshire educational program (public, charter, private, homeschool program) grades 6-12 at the time of submission.
- submitted in their original source file.
- submitted as a high resolution .pdf with 300 dpi or higher OR as a .jpg or .png file.

### Logo Requirements

**Professional:** This logo may be featured on our website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc). It may also be featured on the websites of NH businesses recognized as Veteran-Friendly. As a result, while we want the logo to be eye-catching, but also clear & legible.

**Theme:** Logo must promote the mission of the NH Veteran-Friendly Business Recognition Program as described above.

**Color:** There are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white.

**Integrity:** Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting. Do not use the individual logos of the sponsoring Departments or businesses within the logo design—aspects of those logos are acceptable, but not the logo in full.

### Contest Details

Winners will be selected by the Department of Military Affairs & Veterans Services and NH Employment Security in conjunction with the sponsoring businesses that contributed to the Program development. Contestants agree that the Department of Military Affairs & Veterans Services/NH Employment Security may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to Department of Military Affairs & Veterans Services/NH Employment Security. Additionally, Department of Military Affairs & Veterans Services/NH Employment Security may alter, modify or revise the logo as it sees necessary to achieve the goals of the program. Department of Military Affairs & Veterans Services/NH Employment Security reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

### Prize

Contest winner will receive \$150 Visa Gift Card (and bragging rights!).