



Character Counts

Logo Contest

About Character Counts: Peters Township Character Counts (PTCC) began as a grass-roots, community-based character initiative in 1999. PTCC is a collaborative comprised of the Peters Township School District (PTSD), Municipality, Chamber of Commerce, PTA's, Rotary and other community organizations and members. PTSD has been recognized by the Character Education Partnership as a 2010 National School District of Character. PT Character Counts seeks to further the vision of Promoting Respect, Responsibility and Honesty Throughout the Community.

Purpose: PTCC is sponsoring a logo contest marking the 15th year of the Initiative for the purpose of engaging a new generation of students and community members in promoting the vision. The original logo (top of page) was designed in 1999.

Contest: Design a new logo for the Character Counts Initiative. It can be digitally produced or handmade.

Who: Any community member from Kindergarten through grade twelve! You can work on your own or with a group of friends!

When: April 10, 2013 – May 20, 2013

Submit your logo to ptcharactercounts@gmail.com. If handmade design; use a scanner to scan logo as PDF and submit it via email. You may also email questions to this email address.

Incentives: A \$100 cash prize will be awarded for the winning entry. The names of all persons who submit an entry will be eligible for prizes awarded through a raffle.

CONTEST GUIDELINES

- Only one entry per person will be considered.
- A group of community volunteers will score the entries. The entries will be identified numerically when they are scored.
- The entry with the highest score (total points) will be named winner and serve as the model for the new PT Character Counts Logo. It may be modified to upgrade the quality, clarity or overall appearance.
- Entries should include no more than two colors, for ease in reproducing in multiple mediums.
- All entries must be submitted according to the guidelines and by the deadline.

SCORING CRITERIA

- Overall appearance and appeal (15 points)
- Conveys the PTCC Vision to Promote Respect, Responsibility and Honesty Throughout the Community. It is not necessary to include any or all of this wording. (15 points)
- Quality and Clarity (10 points)
- Maintains a connection to the original logo (10 points)

Total Points - 50