

# LOGO CONTEST! \$100 first prize

**Mount Laurel Library is looking for a program logo to encourage parents and children to read together... and you are invited to design it for us.**



The Mount Laurel Library is nationally recognized for its **TRADING SPACES: REINVENTING THE LIBRARY ENVIRONMENT** project ([www.sjrhc.org/tradingspaces](http://www.sjrhc.org/tradingspaces)), a unique re-design that uses retail-style merchandising and customer service approaches in a library setting. In 2005, the library ran a student logo contest to help brand our new identity.

Today we want to brand **We Read Together\*** as an exciting program to encourage parents/caregivers and very young children to read together.

## The Concept

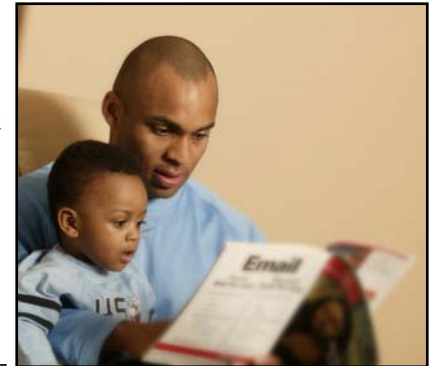
Did you know that reading together with very young children (from birth to five) helps them develop skills that will help them to learn to read later on? Simple things like how to hold a book, what letters look and sound like, what different words sound like, what a story is and that books are fun

Our new project is **We Read Together**, a family literacy program that involves family members and caregivers in reading together with children from birth to five years old to encourage the skills that will help in very young children to learn to read. We'll use the logo in family literacy activities incorporated into all aspects of the library, including: programs for parents, caregivers, siblings and older children to encourage reading together with young children; collections of books for very young children; library membership campaign; outreach materials for parents and caregivers; computers; redesign of an infant and toddler friendly area of the library; and partnerships with community organizations.

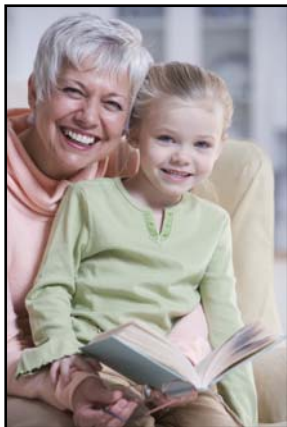
**We are looking for a logo to brand the many activities of this program.**

## The Competition

This competition is open to high school, college and graduate students only. Artists are invited to review, download and print the application form and process by visiting our website at [www.mtlaurel.lib.nj.us/logo.html](http://www.mtlaurel.lib.nj.us/logo.html).



## The Specifications



- The selected design will become the primary logo for branding the **We Read Together** program at the Mount Laurel Library. As such it should work well at sizes ranging from a business card to a billboard. It should be monochromatic and not require screens or half-tones.
- Designs should be submitted as a black and white print, mounted on an 8.5x11 inch card or board stock with a protective overlay with a copy of your application attached to the back. Please present 3-4 sizes of the logo on your printed page, including sizes appropriate for a business card (small), stationery (medium) and poster (large).
- Please provide an electronic copy of the logo on CD-ROM, flash drive or floppy disk. File format should be vector, .eps. All disks should be labeled with your name.
- Send entries to Mount Laurel Library, 100 Walt Whitman Avenue, Mount Laurel, NJ 08054  
ATTN: Bob Kieserman
- **All submissions must be received by the Library no later than 4:00 pm Friday January 2.**
- The selected designer of the competition will be announced on the library website no later than January 16, 2009. All artists submitting entries will receive a Certificate of Participation.

## The Selected Design

The selected designer will receive a \$100 First Prize donated by Friends of the Mount Laurel Library along with printed samples of the logo in use for their portfolio. A Second Prize of \$50 and Honorable Mention will also be awarded.

The selected design becomes the copyrighted property of the Mount Laurel Library and the selected designer may be required to make alterations/modification at the request of the Library within one month of selection.

For more information contact Bob Kieserman at 888-516-0287 (pager) or [Kiesermb@yahoo.com](mailto:Kiesermb@yahoo.com) (email). All information about this competition can also be found at [www.mtlaurel.lib.nj.us/logo.html](http://www.mtlaurel.lib.nj.us/logo.html).

*We Read Together is made possible by a Literacy Grant from the New Jersey State Library with funding from the Institute of Museum and Library Services through its Grants to States program. Prize money is donated from the Friends of the Mount Laurel Library.*



# Mount Laurel Library We Read Together\* Logo Contest APPLICATION TO PARTICIPATE

## Key dates:

Friday, January 2, 2009

All submissions must be received by the Library no later than 4PM

Friday, January 16, 2009

Announcement of selected design appears on [www.mtlaurel.lib.nj.us/logo.html](http://www.mtlaurel.lib.nj.us/logo.html).

## Submission requirements:

- The selected design will become the primary logo for branding the We Read Together program at the Mount Laurel Library. As such it should work well at sizes ranging from a business card to a billboard. It should be monochromatic and not require screens or half-tones.
- Designs should be submitted as a black and white print, mounted on an 8.5x11 inch card or board stock with a protective overlay with a copy of your application attached to the back the back. Please present 3-4 sizes of the logo on your printed page, including sizes appropriate for a business card (small), stationery (medium) and poster (large).
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Name \_\_\_\_\_ Email Address \_\_\_\_\_

Day Phone Number (\_\_\_\_\_) \_\_\_\_\_ Cell Phone Number (\_\_\_\_\_) \_\_\_\_\_

Mailing Address \_\_\_\_\_

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

School \_\_\_\_\_

## Statement of Eligibility

By this statement, I attest that I am a high school, college, or graduate student and that I am not participating in this competition as a professional artist.

I further understand that by submitting my design to the Mount Laurel Library, I give my full permission for the Library to use the design as the Library deems appropriate, that I relinquish any and all rights in the design submitted, and that I will not be entitled to any royalties or other compensation other than the prize awarded to me should my design be selected. The selected design becomes the copyrighted property of the Mount Laurel Library.

If selected, I understand that I may be required to make alterations/modification at the request of the Library within one month of selection, and that the Library may make such alterations and/or modifications as it deems appropriate in its sole discretion at any time.

\_\_\_\_\_  
Print name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of applicant

\_\_\_\_\_  
Signature of teacher

## MAIL THIS APPLICATION WITH YOUR SUBMISSION TO:



Mount Laurel  
Library

Mount Laurel Library, 100 Walt Whitman Avenue, Mount Laurel, NJ 08054, ATTN: Bob Kieserman

For more information about the competition contact Bob Kieserman at 888-516-0287 (pager) or [Kiesermb@yahoo.com](mailto:Kiesermb@yahoo.com) (email).

For information on technical specifications, contact Kelly Garwood at [kej@mtlaurel.lib.nj.us](mailto:kej@mtlaurel.lib.nj.us), 856-234-7319, ext 313.

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