

PEI School Food Project

Student Logo Design Contest

The PEI School Food Project vision is **fresh, delicious, and healthy** school food, made with **ingredients grown or produced in PEI**. We want **students to be more involved** with menu development and meal prep, and **school chefs** to make delicious meals from scratch.

The winning logo submission will:

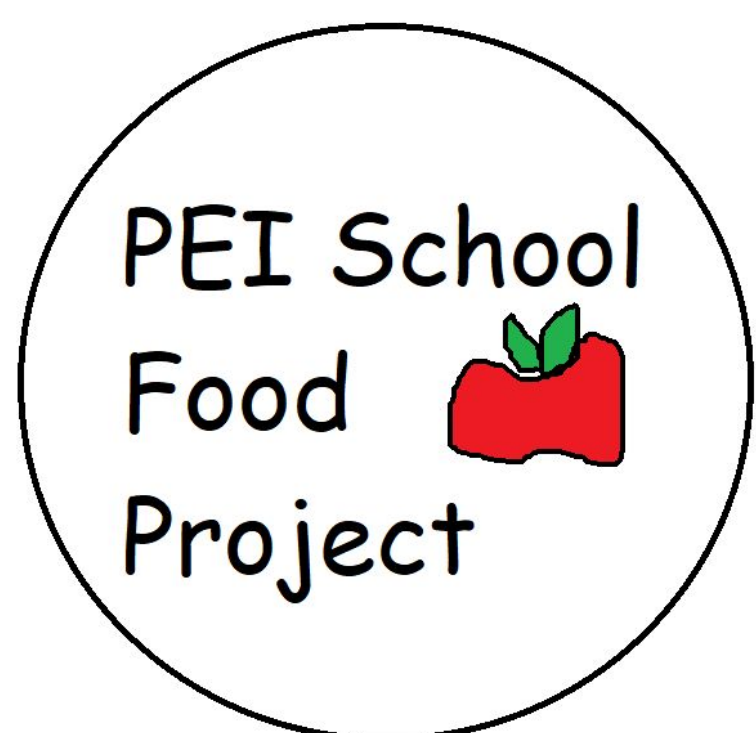
- Be in a circle shape (for social media use)
- Help people understand the *PEI School Food Project* values by: featuring delicious and healthy school meals made with PEI ingredients; students and chefs working together; and/or farm-to-table and agricultural imagery
- Receive the highest marks from the judges

All grade 6-12 students in the PEI public education system can apply.

Judge's Rubric:

Attractiveness 25%	The overall appearance of the logo is pleasing. Titles, text, colors, and graphics are exemplary. There is a perfect balance of easy-to-read title, text, colours and graphics. The logo is attractive and stimulates the viewers interest.
Design 25%	There is unity and consistency among text and graphic elements. Text and graphic elements are arranged to create an organized white space.
Originality 25%	The design is unique and original.
Content 25%	Logo clearly reflects the values of the PEI School Food Project. Looking at the graphic, it is very clear what the project goals are.

Sample logos:



*Current logo
please help*



Submit your logo by March 15th, 2019 to your teacher or principal to be eligible to win **PRIZES:**

1st place - \$250 Indigo gift card

2nd place - \$150 Indigo gift card

3rd place - \$100 Indigo gift card

Random draw - \$100 Indigo gift card