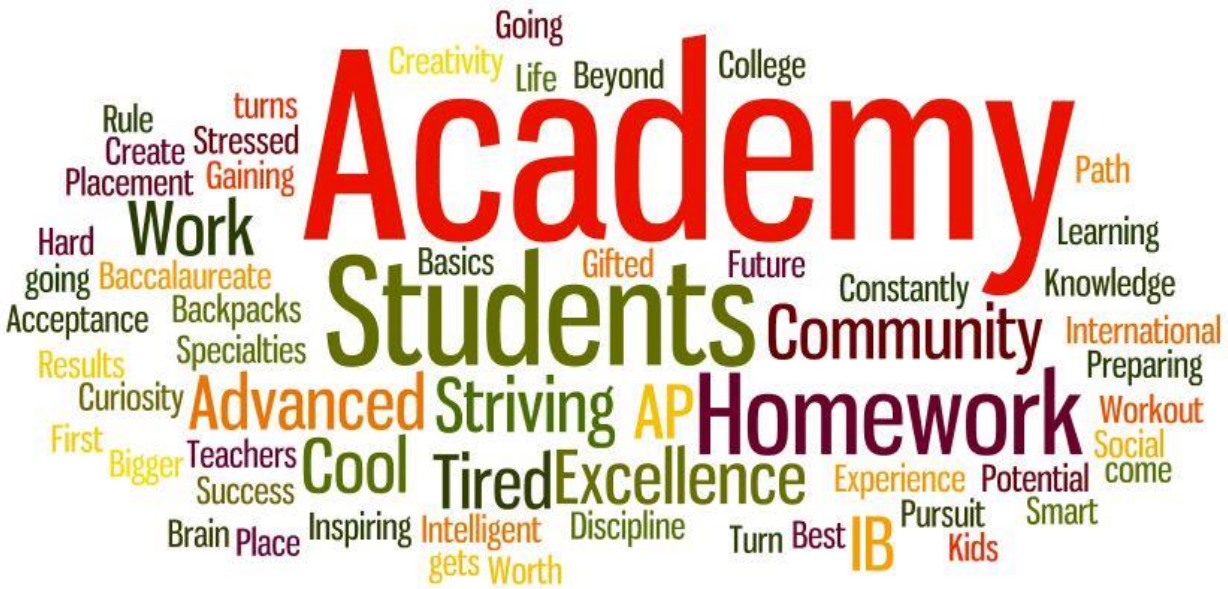

Central Academy Logo Design Ideas:

DESIGNERS! We are looking to develop a new logo for Central Academy. For our first 30 years, Academy has been a subset of Central Campus. Under that careful stewardship we've grown so much that we are ready to stand on our own as a separate program. We want to invite students, staff and members of our Academy community to help us come up with the design that will be used for letterhead, apparel, official documents, etc.

To help guide our designers, the wordle above was generated from our community comments about what Academy means to us. Designers please look at the words people ascribed to us for inspiration.

THE PROCESS: Please submit as many designs as you would like—one design per page—by **January 9, 2015**. Finalists will posted in the main hallway at Academy and be voted on during the week of January 12 – 16. The winning design will be submitted to a graphic designer for finalization and implementation. The designer will be recognized (unless anonymity is requested).

THE PROTOCOLS: Good logo designs have these characteristics:

- Unique to the Organization
- Representative of Ideals
- Simple and easy to recognize from a distance
- Utilize 1 – 2 colors

THE REQUIREMENTS: Each proposed design should fit in a 4"x6" square (either landscape or portrait orientation) and be submitted on a piece of 8.5"x11" paper. Any media may be used. Below each proposed design, on the same sheet of paper, should be a written explanation of the rationale for the proposed design… why would this be a good logo for Academy? What features of the logo would the designer like to call to the viewer's attention? Finally, write you name on the back of your proposed design and turn it in to Kim Kinney in the Academy office.

- One design per 8.5"x11" paper
- Logo fits with 4"x6" box
- Any media is acceptable
- Written explanation of the design
- Name on the back