

ROTARY AMISH COUNTRY CLASSIC BIKE RIDE LOGO CONTEST

LOGO SCORING GUIDELINES

PROJECT ID # _____

Design is limited to two colors and suitable for silk screening

Design contains date

Design contains the words "Amish Country Classic" and "Bike Ride" (if no bicycle graphic)

Color values are clearly provided

	4	3	2	1	Score
Layout/ Design	The logo is artistically balanced; one part does not overpower another. Colors and text greatly enhance the logo's overall effect. The logo is clean, simple, and scalable. It is attractive and stimulates viewer interest.	The logo is adequately balanced. Colors complement each other and text is readable. The logo is clean and loses little clarity at different sizes. It is attractive but promotes limited viewer interest.	The logo lacks an overall balance. Colors and/or text effects may clash or muddle the design. The logo loses some quality when resized. The logo is unattractive or distracting.	Too many fonts or text effects make text unreadable. The logo is cluttered, overly complex, and becomes distorted or illegible when resized. The project is unattractive and distracting.	
Relevance	The logo successfully captures the Bike Ride's essence and uniqueness (Amish Country, etc.)	The logo is relevant to the Bike Ride and captures some event features.	The logo is somewhat relevant to the Bike Ride, perhaps generic to all bike rides.	The logo is not relevant to the Bike Ride	
Technical Elements	Advanced design tools and techniques are used often and effectively.	Design tools are used to connect logo elements effectively.	Limited use of design tools is evident.	The project does not reflect technical manipulation.	
Creativity	The project reflects an exceptional degree of student creativity/originality.	The project reflects a limited degree of student creativity/originality.	The project is based on the designs or ideas of others and does not demonstrate original ideas.	The project does not demonstrate any original thought or creativity.	

Total: _____

Comments:
