# WKU PBS 30th Anniversary Logo Contest

WKU PBS invites students to submit logo designs to celebrate its 30th anniversary. WKU's public television service signed on the air in 1989 and provides a full range of programs, including locally produced informational, public affairs, and college sports programming; documentaries; and educational programs for children. WKU PBS trains students in television production, programming, and operations and is an integral part of the educational experience for many students at WKU.

## Contest Description:

This is a campus-wide contest and all WKU students in good standing are eligible to submit one design. Three finalists will be selected and their student TopNet accounts will be credited with scholarship amounts for the fall of 2019 as follows: **1st place = $750, 2nd place = $500, and 3rd place = $250**. The finalists will be selected by representatives of WKU PBS from the pool of applicants.

## Required Elements for Logo:

- The final logo must include the WKU PBS logo and a reference to the 30th anniversary (using the numeral "30" or "30 years" is acceptable). The WKU PBS style guide and logos in various formats are available at http://bit.ly/WKUPBSLOGOELEMENTS (case sensitive)
- Logo should be submitted as high quality, easily resizable .eps or .pdf format (with transparent backgrounds) in *full color, black and white, and all white*

## Application of Logo:

The 1st place logo will be used on WKU PBS television programming and prominently displayed on its website until January 2020. The logo will be used in all community outreach and engagement aspects, including print, marketing, and electronic communications (mail, e-mail, social media, digital platforms, etc.)

## The Winning Designer Should be Prepared To:

- Provide the names of the font(s) used in the text of the logo
- Provide any variations of the logo the WKU PBS will need
- Provide working files of the logo
- Grant WKU PBS unconditional permission to use the logo for all applications (TV, marketing, etc.)

## Contest Timeline:

- To be considered for the contest, designs must be submitted by **Friday, March 22, 2019**. *Applicants should submit their designs to wkyutv@wku.edu or upload them to Dropbox (no account required) at http://bit.ly/WKUPBS30TH_LOGOCONTEST*
- The three finalists will be contacted by **April 1, 2019** (Winner may be asked to make minor revisions.)
- Finalists' scholarships will be applied to the students' TopNet accounts in the fall of 2019 (for students graduating before the fall of 2019, a comparable award will be given)

**Questions? Contact wkyutv@wku.edu**

Learn more about WKU PBS at wkyupbs.org