

The Arkansas Alcohol and Drug Abuse Coordinating Council, in partnership with the Arkansas Department of Education, the Arkansas Attorney General's Office, and the Division of Behavioral Health Services of the Arkansas Department of Human Services, is sponsoring a logo and slogan contest for a drug abuse prevention campaign. The logo will be used online and in print.

### **Objectives**

- To promote awareness of students to the potential harm of drug abuse
- To encourage students to stay drug-free
- To support the Arkansas Alcohol and Drug Abuse Coordinating Council's drug abuse prevention campaign

### **Prize**

The winner will receive the following:

- A \$500 scholarship provided by the Thea Foundation.
- Recognition by the governor, state drug director, commissioner of education, attorney general, and the director of the Division of Behavioral Health Services, at a ceremony in Little Rock to take place on a date to be determined following spring break 2016.
- The right to be named the logo and slogan designer.

### **Eligibility**

- Open to all students in grades 9 through 12 in Arkansas public schools, open-enrollment charter schools, private schools, and home schools.

### **How to Enter**

Participants may enter individually or in teams of two. Only one entry is allowed per individual or team. Individual entrants may not also enter as a member of a team, and team members cannot be members of more than one team. Each entry must include both a logo and a complementary slogan. Submissions should be sent by e-mail to [ADE.Logo.Contest@arkansas.gov](mailto:ADE.Logo.Contest@arkansas.gov) no later than 6 p.m. March 4, 2016. The logo and slogan must be attached to the e-mail separately in jpeg format. The e-mail must include the following information: name, grade, and school name and address; a contact telephone number; and the name, telephone number, and e-mail address for the school sponsor (faculty member).

If a team wins, the scholarship money will be divided equally.

### **Guidelines and Specifications**

Submissions should

- clearly show that illegal drug use is unhealthy and harmful for all persons.

- show that risk is associated with using alcohol or other drugs, especially for recovering alcoholics and drug addicts or persons taking prescription drugs.
- provide a clear message of no alcohol use for persons under the age of 21.
- be appropriate for the target audience at cognitive and developmental levels.
- be culturally and ethnically sensitive.
- reflect appropriate and grammatically correct language.

Submissions should not

- glamorize or glorify the use of alcohol and other drugs.
- contain illustrations or dramatizations that could teach people ways to prepare, obtain or ingest illegal drugs.
- “blame the victim” or pass judgment.
- use recovering addicts or alcoholics as role models.

### **Logo Specifications**

The logo must be submitted in high resolution (300 dpi) and jpeg format using no more than five colors. Winners must be able to provide the logo in a high-resolution, scalable vector format (e.g., in Adobe Illustrator, Photoshop or InDesign) so it is adaptable to both electronic and print media for reproduction on small and large surfaces and to use as either color or grey scale. If the logo incorporates non-standard fonts, the fonts must be provided.

### **Slogan Specifications**

The slogan must be no more than six words in length (including “a,” “an” and “the”). Numerals or special characters that could be read or written as words count as a word. Punctuation marks that could not be read as a word do not count as a word. Any color and legible font are acceptable. If the slogan incorporates non-standard fonts, the font must be provided.

### **Judging and Criteria**

Judging will take place in three stages.

1. **A panel of judges will select 10 semifinalists from among all entries based on the following criteria: relevance to the theme and goals of the campaign, positive attitude, artistic creativity and originality, and aesthetic value.**
2. **Three finalists will be selected from the 10 semifinalists through online voting by the general public that will be posted on the Arkansas Attorney General’s Facebook page and Instagram**

account. The three semifinalists gathering the most “likes” will be named finalists. Voting will be opened on March 11, 2016, and will end at 6 p.m. Friday, March 18, 2016.

3. The Arkansas Alcohol and Drug Abuse Coordinating Council will select the winner during its regular meeting on April 21, 2016. The council reserves the right to choose a winning logo and slogan from different finalists. If the winning logo and slogan are chosen from different entries, the scholarship will be divided equally between the two winners.

### **Intellectual Property**

- All submitted work must be original and not based on any pre-existing design or slogan.
- All entries will become the sole property of the Division of Behavioral Health Services of the Arkansas Department of Human Services and may be displayed publicly on partner websites.
- Participants agree to transfer all rights and the title of the entry to the Division of Behavioral Health Services of the Arkansas Department of Human Services in accordance with the official rules of this contest.
- The Division of Behavioral Health Services of the Arkansas Department of Human Services reserves the right to modify the winning logo and/or slogan to better fit the needs and message of the campaign.

### **Acceptance**

Participation constitutes full and unconditional agreement to and acceptance of these official rules. By participating in the contest, participants are agreeing that they have read and understood these rules, which constitute an agreement between the participant and the Division of Behavioral Health Services of the Arkansas Department of Human Services and the other partner organizations in relation to the contest. They govern and supersede any prior or other agreements between the participant and the Division of Behavioral Health Services of the Arkansas Department of Human Services and other partner organizations relating to the contest.

For additional information, please contact

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