---Call for Entries---

Concepts and Ideas for new Oceanside Unified School District “Proposition H” Logo

Doodlers, graphic artists, and those with creative talents for drawing and conceptualizing images are invited to submit entries as part of a competition to create a new logo to be used as the brand image for Proposition H construction/modernization projects in the Oceanside Unified School District.

In June 2008, Oceanside voters overwhelmingly approved Proposition H with a 71% yes vote. The $195 million school bond measure will allow the OUSD to continue its modernization project for 16 campuses. This renovation process began with the passage of Proposition G in 2000, a $125 million bond measure.

Questions to Consider:

- What visual symbols represent the work and commitment of the OUSD?
- What do you envision when you think about construction projects to make schools better?
- What symbols reflect school construction and building for success and the future?
- What symbolizes modern schools and learning facilities?
- How does the geography or environment of our community play a role in building newer state-of-the-art schools?

Helpful Information:

Although it is not necessary to include any words from the slogans and phrases in the following information, it may be helpful to contestants to understand some of the concepts that are being considered for this project.

Mission Statement: “To ensure that every student graduates and has the ability to succeed in the global community.”

Potential Mottos:
- “Architects of Higher Education”
- “Constructing Success, One Child at a Time”
- “Building a Wave of Success”
- “OUSD and Prop. H – Education Builders”
- “OUSD and Prop. H – Architects of Education”
- “Better Classrooms, Better Built Students”
- “Building Better Students”
- “Designing Success”
- “Designing the Future”
- “Designing the Future, Rebuilding the Past”
- “Built for the Future”

Values: Strength, compassion, innovation, diversity, leadership, accountability, sensibility
Call for Entries:

Concepts and ideas submitted in this call for entries will be considered in the design of a new construction logo for Proposition H modernization projects in the OUSD. The call for entries is a request for ideas to be considered in the design of a new logo. The concepts and ideas submitted will be reviewed and evaluated by district administration officials. A committee will select five to eight entries from which to choose a final logo that best represents the OUSD and projects financed by Proposition H.

The design selected as the final logo will be publicly unveiled during a regularly scheduled Board of Education meeting at the district office and will become the official logo representing Proposition H modernization projects.

Participation Guidelines:

- All OUSD students are eligible to submit entries.
- **Contestants may submit multiple entries. Each entry must contain a separate entry form.**
- Images must be two-dimensional and may be in color or black and white.
- Please limit paper size to 8-1/2 x 11.
- Images may be hand drawn or computer generated.
- All submissions must be on paper or burned on to a CD.
- Images must be original in concept and cannot violate U.S. copyright law.
- Images may **NOT** include names or likeness of individuals or businesses.

Submitting Entries:

- Entries must include an official entry form with appropriate signed release form.
- Entries must be received by the close of business on **Tuesday, June 30, 2009.**
- Entries may be sent by official school mail or by U.S. mail to:
  
  **U.S. Mail:** Steve Lombard  
  Director of Communications  
  Oceanside Unified School District  
  2111 Mission Ave.  
  Oceanside, CA  92058

  **School Mail:** Steve Lombard  
  Director of Communications  
  District Office South  

  U.S. Mail:  
  Steve Lombard  
  Director of Communications  
  Oceanside Unified School District  
  2111 Mission Ave.  
  Oceanside, CA  92058

Selection Process:

Entries will be considered by the committee using the following criteria:

- Does the concept/image convey one or more aspects of potential mottos and district mission?
- Is the concept easy to recognize?
- Does the concept/image reflect the creation of modern facilities?
- Is the concept reflective of our community?

* The artist with the winning submission will be awarded a gift card in the amount of $250 to BEST BUY. There will only be one finalist selected and no runners-up or other prizes awarded.