

# BOOM 2012 Logo Design Contest Rules

- Only Cornell students are eligible to enter.
- BOOM will retain all rights to the winning logo.
  - (You can put it in your portfolio, of course.)
- No logos that infringe on copyright will be considered—this includes parody images.
- Multiple submissions are encouraged.
- The prize is an iPad!
- All submissions must be delivered to [301 College Avenue](#) by **4:30pm on Monday, October 17<sup>th</sup>**.

# What is BOOM?

BOOM stands for “Bits on Our Minds.” It’s a sponsor-supported showcase of student research and creative projects using digital technologies, presented by Computing and Information Science. It will take place from 4 – 6 pm on April 4, 2012 in the Duffield Atrium.

BOOM is attended by students, faculty, staff, corporate sponsors, recruiters, and the public. It’s a lot of fun.

Our homepage is [www.cis.cornell.edu.boom](http://www.cis.cornell.edu.boom).



# What are we looking for?

Here's the BOOM 2010 logo:



Part of what makes it look good, the 3-D object, also makes it hard to reproduce in some formats. That's where the simplified vector version came in.



# What are we looking for?

Now let's look at the BOOM 2012 logo:

This logo was easy to reproduce in a variety of formats, and looked good in reversed colors if needed.



# What are we looking for?

A note on color:



Blue has been the dominant color for several years in a row. This year we'd prefer something different.

# What should you submit?

- If your logo is a high-res image, you must also make a simplified vector version in 3 colors or less.
- If your logo is a vector image in three colors or less to begin with, there's no need to submit other versions.
- For all logos, **these are the guidelines:**
  - The design must contain the words “BOOM 2012” and “Bits On Our Minds.” These can be lower- or upper-case. Do not use any additional text.
  - Your logo(s) cannot closely resemble any existing logo.
  - Images that use brains or light bulbs won't be considered.
  - Submit your logo(s) in the following format:
    - 2 prints on 8.5x11” paper, with your name and NetID on the back. Each print should include the high-res and simplified logo, if applicable.
  - If you're submitting more than one logo, assign each one a number, e.g. “cms242#1, cms242#2”.
  - The winner will be required to provide original working files, with all text converted to shapes.

If you have any questions, email Christine at [cms242@cornell.edu](mailto:cms242@cornell.edu). We look forward to seeing your work!