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 17th.
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.
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. We look forward to seeing your work!