



Character Matters Logo Contest

The North Carolina Department of Public Instruction (NCDPI), in collaboration with Capitol Broadcasting, WRAL-TV, FOX50, WRAL.com, needs your help in launching a new Character Education initiative. We are seeking high school students enrolled in a **Marketing and Entrepreneurship Education program** who can use their creative and innovative talents to design the logo for a statewide character education campaign called *Character Matters*.

Goal:

This campaign seeks to promote the development of caring, just and responsible youth in grades K-12 who are capable of becoming contributing citizens and ethical leaders of our local communities, the State of North Carolina, the United States and the world. Themes such as anti-bullying, media literacy, leadership, and healthy, responsible decision-making will be highlighted in the media campaign.

Logo Design:

This logo will represent Character Education for years to come as NCDPI moves forward with other character education related efforts. Therefore, the logo must be easily recognizable and help to promote the three main pillars of the character education initiative in North Carolina, **good character, leadership** and **service**. Also, consider the following character traits in your logo design:

- ⇒ **Courage** – Having the determination to do the right thing even when others don't and the strength to follow your conscience rather than the crowd; and attempting difficult things that are worthwhile.
- ⇒ **Good judgment** – Choosing worthy goals and setting proper priorities; thinking through the consequences of your actions; and basing decisions on practical wisdom and good sense.
- ⇒ **Integrity** – Having the inner strength to be trustful, trustworthy, and honest in all things; acting justly and honorably.
- ⇒ **Kindness** – Being considerate, courteous, helpful, and understanding of others; showing care, compassion, friendship, and generosity; and treating others as you would like to be treated.
- ⇒ **Perseverance** – Being persistent in the pursuit of worthy objectives in spite of difficulty, opposition, or discouragement; and exhibiting patience and having the fortitude to try again when confronted with delays, mistakes, or failures.
- ⇒ **Respect** – Showing high regard for authority, for other people, for self, for property, and for country; and understanding that all people have value as human beings.
- ⇒ **Responsibility** – Being dependable in carrying out obligations and duties; showing reliability and consistency in words and conduct; being accountable for your own actions; and being committed to active involvement in your community.
- ⇒ **Self-Discipline** – Demonstrating hard work and commitment to purpose; regulating yourself for improvement and restraining from inappropriate behaviors; being in proper control of your words, actions, impulses, and desires; choosing abstinence from premarital sex, drugs, alcohol, and other harmful substances and behaviors; and doing your best in all situations.

Judging:

The winning logo will be determined based on creativity, originality, and overall design and appeal of the logo (45%); adaptability to various forms of media (print, television, and electronic) (10%); and overall ability to capture the essence of the *Character Matters* campaign and otherwise meet the guidelines set forth in the Official Rules and Guidelines of the contest (45%). Be creative and have fun!

Prizes:

One Grand Prize Winner will win an exclusive opportunity to have their logo featured on television, print and electronic media, plus win exciting prizes and be a part of a televised campaign.

**See official Rules and Guidelines document for detailed contest requirements, including submission, intellectual property, and eligibility requirements.*