

# Press Release

SOLANA BEACH SCHOOL DISTRICT

FOR IMMEDIATE RELEASE

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**Logo Design Contest**  
SOLANA BEACH SCHOOL DISTRICT  
*SBSD's Memorable Mission:  
Where learners find their voice, share their gifts, and advance the world*

**Who Can Enter?**  
Current and former students, employees, parents, and members of our community!  
**INSPIRATION & CREATIVITY**

**Criteria: What Makes A Great SBSB Logo?**

- Reflects SBSB's Mission
- Simple
- Memorable
- Distinctive
- Timeless
- Appropriate
- Conveys an intended message
- Must work well in color and black and white designs

**CONTEST TIMELINE**

- Contest is open: January 25 - February 19, 2021, until 4 p.m.
- Email logo to [logocontest@sbsd.net](mailto:logocontest@sbsd.net)
- Subcommittee convenes February 23 - March 3, 2021
- Winning logo and artist announced March 11, 2021

**LOGO SUBMISSIONS**

- Entries must be in digital format (PDF or JPEG) and less than 1MB
- No more than three (3) colors
- File name example (Smith.Jane.jpeg)
- Include name, email, address, phone number, and affiliation (e.g. current student, employee, etc.)
- Email to [logocontest@sbsd.net](mailto:logocontest@sbsd.net)

## Solana Beach Launches Contest For A New School District Logo Today

SOLANA BEACH, CA (January 25, 2021) – As the old adage goes, “A picture is worth a thousand words,” or in this case, a logo. Today, the Solana Beach School District (SBSD) launches its community-wide contest for a new school district logo. The contest, which asks entrants to create a professional-looking logo that represents its new Memorable Mission, is open to current and former students, employees, parents and guardians, and members of the community it serves. The contest will be open from today until 4:00 p.m. on Friday, February 19, 2021.

The logo contest launches as part of the District's *Imagining Our Vivid Vision* initiative, which began in 2019 and involved nearly 100 individuals from across the District and of varying roles and ages

discussing and reimagining the District's mission and vision statements and developing a new student promotion profile. Last week, the SBSB Board of Education applauded the Vivid Vision Committee's efforts and approved its recommendation for a new Memorable Mission and Vivid Vision, which will be incorporated throughout the District's future work.

- **Memorable Mission:** *Where learners find their voice, share their gifts, and advance the world*
- **Vivid Vision:** *Inspiring wonder and discovery in learning and life*

“We're excited to see what our students, employees, and community members envision in terms of a graphic representation of the District's new Memorable Mission,” said Superintendent Jodee Brentlinger. “We believe it's important that our logo reflects the artistry of these words and ideas.”

Those interested in submitting an entry are asked to follow these criteria:

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- Reflects SBSD's Memorable Mission
- Simple
- Memorable
- Distinctive
- Timeless
- Appropriate
- Conveys an intended message
- Must work well in color and black and white designs

Contest entries must: be sent in digital format (PDF or JPEG) and less than 1MB; use no more than three (3) colors; have the artist's name in the file (for example, Smith.Jane.jpeg); and be sent with the entrant's name, email, address, phone number, and affiliation (e.g. current student, employee, etc.). **All entries should be emailed to [logocontest@sbsd.net](mailto:logocontest@sbsd.net) by the deadline of 4: 00 p.m. on February 19.**

More information about the SBSD Logo Contest is available at [www.sbsd.net](http://www.sbsd.net).

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