

**Image or Identity Packages:**

Logos, stationery and other graphic treatments for a package of materials.



For ISPRA Use Only:

Entry #

**Iowa School Public Relations Association  
Communications Contest  
Category P: Image or Identity Packages**

Name of Organization/District: \_\_\_\_\_

Name of Entry: \_\_\_\_\_

**OVERALL**

**POINTS**

- 1. The is written for the information needs and interests of the intended audience. \_\_\_\_\_/20
- 2. The piece leaves a positive impression on the reader. \_\_\_\_\_/10
- 3. Layout demonstrates attention to design principles and uses a consistent format. \_\_\_\_\_/10

**STYLE**

- 4. Message is conveyed clearly for understanding of the intended audience. \_\_\_\_\_/10
- 5. Writing is clear, concise, uses quotes, and avoids educational jargon. \_\_\_\_\_/ 5
- 6. The message/image conveyed is used consistently throughout the materials. \_\_\_\_\_/10

**GRAPHICS**

- 7. The design is attractive and readable. \_\_\_\_\_/ 5
- 8. The logo reproduces well in color and in black and white. \_\_\_\_\_/ 5
- 9. Design is a dynamic image, effectively used in multiple formats. \_\_\_\_\_/ 5
- 10. Text is legible and appropriately sized. \_\_\_\_\_/ 5
- 11. Logo will withstand enlargments or reductions. \_\_\_\_\_/ 5
- 12. Color, rules, boxes, and screens are used appropriately. \_\_\_\_\_/ 5

**EVALUATION** (Org./District described how this item was evaluated for its effectiveness.) \_\_\_\_\_/ 5

**TOTAL SCORE** \_\_\_\_\_

**Judges: Please provide positive comments as well as suggestions for improvements for this entry on the back of this sheet.**