EDTECH
GRADUATE STUDENT ASSOCIATION
BRANDING IMAGE CONTEST

SHOW OFF YOUR GRAPHIC ARTIST SKILLS

The EDTECH Graduate Student Association needs some creative minds to come up with a “branding image” for our new student association. We are opening this up as an opportunity for our fellow students to use their creative minds to come up with something that represents a student organization that is a product of the BSU Department of Educational Technology (aka, EDTECH). We have provided you with some background on the EDTECH GSA, guidelines, timelines, and submission requirements below!

EDTECH GSA BACKGROUND

Several EDTECH Students have been working throughout the Fall 2009 semester on building a University Recognized Student Organization. The association submitted a governing document to BSU’s Center for Student Involvement for approval. An announcement will be made once it has been approved by the University. At that time, we will open up the association for membership to all EDTECH students.

The association has been titled EDTECH Graduate Student Association of Boise State University. The purpose of the association is as follows:

- providing outreach, mentoring, and communication mechanisms for the benefit of prospective and current students.

- providing a means for establishing long-term friendships and business associations both during and beyond the degree or certificate program.

- acting as an advisor to the Department of Educational Technology on any issues that come before us for discussion.

Part of being a University Recognized Student Organization is that we can use the BSU logo to promote ourselves; however, we’d like to create something unique that sets us apart
from the EDTECH Department as well as Boise State University, while still maintaining our affiliation with both.

THE CONTEST

The contest is basically for you to design a branding image (aka logo) for the association and submit it for a vote. The BSU Marketing and Communications Department is technically the only entity allowed to develop a logo for BSU which is why this is being called a branding image. The image can be anything you want; however, remember that this is a student organization and part of the EDTECH Department of Boise State University.

BRANDING IMAGE GUIDELINES

It is important that the existing BSU Logo be a part of your logo. You are limited in what you can do with the BSU Logo as you can imagine, and I’m sure you have some questions on this issue. To assist you, we are providing you some links to websites that will hopefully answer some of your questions. When in doubt, you can always contact the Marketing and Communications Department (their number is on one of the links below).

1. To download the BSU image, go to [http://www.boisestate.edu/printing/downloads_logos.shtml](http://www.boisestate.edu/printing/downloads_logos.shtml).
2. A Graphics and Reference guide can be downloaded at [http://www.boisestate.edu/news/web-graphics/](http://www.boisestate.edu/news/web-graphics/). This guide will be most helpful in explaining what can and cannot be altered in the logo. For instance, the diamond shape cannot be changed in the logo, but the location of the letters can. The font size cannot be altered, but something you add to the logo could (although you probably don’t want those letters to be larger than the BSU logo, but that is up to you).
3. More specific information, such as the hex values for the blue and white can be found at [http://www.boisestate.edu/webcenter/bestpractice/design.shtml](http://www.boisestate.edu/webcenter/bestpractice/design.shtml).

TIMELINE

All images should be submitted no later than January 4, 2010!

HOW DO I SUBMIT?

All images should be submitted to the EDTECH GSA Techretary, Jennifer Donatelli via email at jenniferdonatelli@u.boisestate.edu.

HOW WILL THE WINNER BE CHOSEN?
Only members of the EDTECH GSA will be able to vote for a winning submission. The final vote will take place on the EDTECH GSA Moodle site located at http://edtech.mrooms.org.

Membership for the association will open as soon as the organization has obtained final approval from the Center for Student Involvement and Leadership Center as a University Recognized Student Organization.

Look for announcements somewhere as follows:

- EDTECH website at http://edtech.boisestate.edu
- EDTECH Moodle site at http://edtech.mrooms.org
- EDTECH Twitter page at http://twitter.com/edtechbsu

**WHAT WILL THE WINNER RECEIVE?**

The winner will receive a $50.00 gift card for use at the Bronco Shop, but more importantly, they will get bragging rights on their design, as well as recognition on the EDTECH website, Facebook page, Twitter page, and via Bronco Mail.