

RUBRIC

	Excellent	Very Good	Good	Poor
Criteria	<i>16-20 points</i>	<i>11-15 points</i>	<i>6-10 points</i>	<i>0-5 points</i>
<p>Aesthetic Quality Appearance: Memorable use of space, colour, form & clarity.</p>	<p>Logo is pleasing. Layout is simple and clean. Commands attention. Text and graphics are arranged to create a clear and memorable design and displays visual balance and colour coordination. Makes excellent use of space.</p>	<p>Overall graphic balance and organization of the logo is good. Text and graphic elements are arranged but lack adequate white space causing them to appear cluttered.</p>	<p>Overall graphic balance and organization of the logo is acceptable. Design may lack or have too much white space. There is little unity between text and graphic elements.</p>	<p>Project lacks text or graphics, is disorganized and/or has little white space. There is no unity or consistency among text and graphic elements.</p>
<p>Font Choices Number of fonts used Do fonts blend well? Are they legible?</p>	<p>The choice of fonts is limited and blends well. Logo is clear and legible.</p>	<p>The choice of fonts is limited but may or may not blend well or is illegible.</p>	<p>Logo may use multiple fonts, may or may not blend well and/or is illegible.</p>	<p>There are multiple fonts, fonts do not blend well together and/or are illegible.</p>
<p>Colour Choices Colour appropriateness Does colour palette reflect OUR and sector themes? Renders well in black and white.</p>	<p>Excellent colour choices that support business/sector themes. Logo renders well in grayscale, as well as black and white</p>	<p>Most colour choices are good and/or support the business/sector themes. Logo may or may not render well in grayscale and/or black and white.</p>	<p>Colour choices may be glaring or inappropriate to the themes of the Business/sectors; logo may or may not render well in grayscale and/or black and white.</p>	<p>Inappropriate colour choices. Colours do not fit with business/sector themes and/or logo does not render well in grayscale and/or black and white.</p>

	Excellent	Very Good	Good	Poor
Criteria	<i>16-20 points</i>	<i>11-15 points</i>	<i>6-10 points</i>	<i>0-5 points</i>
<p>Versatility & Adaptability Scalable? Adoptable to other formats such as an animated version? Timeless? Will it stand the test of time? Or, is it based on a current fad or trend?</p>	<p>Logo is scalable with no loss of resolution. It is adaptable to other formats and is not based on a trend or fad and will stand the test of time.</p>	<p>Logo meets most, but not all of the versatility and adaptability requirements. Logo may or may not be scalable, may or may not be adaptable to other formats and/or logo may be based on a trend or fad.</p>	<p>Logo meets few of the versatility and adaptability requirements.</p>	<p>Logo does not meet any of the versatility and/or adaptability requirements.</p>
<p>Relevance, Originality, Uniqueness & Creativity</p>	<p>The logo manipulates material to create an original product and shows imagination and creativity, gains immediate attention and has exceptional eye appeal. The entry accurately represents the OUR.</p>	<p>One or more design elements may have been manipulated. Logo demonstrates some originality, imagination and/or creativity but does not gain attention. The entry barely represents the OUR.</p>	<p>Few design elements have been manipulated. Logo does not demonstrate originality, imagination or creativity. The entry does not represent the OUR.</p>	<p>Design elements are common or standard with little to no manipulation. Logo lacks originality, imagination and/or creativity. The entry does not represent the OUR</p>