Criteria	Excellent 16-20 points	Very Good 11-15 points	Good 6-10 points	Poor 0-5 points
Aesthetic Quality Appearance: Memorable use of space, colour, form & clarity.	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.	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.	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.	Project lacks text or graphics, is disorganized and/or has little white space. There is no unity or consistency among text and graphic elements.
Font Choices Number of fonts used Do fonts blend well? Are they legible?	The choice of fonts is limited and blends well. Logo is clear and legible.	The choice of fonts is limited but may or may not blend well or is illegible.	Logo may use multiple fonts, may or may not blend well and/or is illegible.	There are multiple fonts, fonts do not blend well together and/or are illegible.
Colour Choices Colour appropriateness Does colour palette reflect OUR and sector themes? Renders well in black and white.	Excellent colour choices that support business/sector themes. Logo renders well in grayscale, as well as black and white	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.	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.	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.

Criteria	Excellent *16-20 points*	Very Good *11-15 points*	Good *6-10 points*	Poor *0-5 points*
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?	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.	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.	Logo meets few of the versatility and adaptability requirements.	Logo does not meet any of the versatility and/or adaptability requirements.
Relevance, Originality, Uniqueness & Creativity	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.	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.	Few design elements have been manipulated. Logo does not demonstrate originality, imagination or creativity. The entry does not represent the OUR.	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