



AFTJ - Association of Florida Teachers of Japanese



AFTJ Logo and Character Contests

Contest Prizes:

1 \$50 Amazon Gift card for Logo Design Winner to purchase Japan-related items

1 \$50 Amazon Gift Card for Character Winner to purchase Japan-related items

What We Do:

We are a registered, non-profit educational organization devoted to the study and teaching of Japanese language and culture from K-16 level. The purpose of our association is to encourage, support, sustain and improve the teaching of Japanese at all levels of instruction in Florida, and to promote a cooperative spirit through the exchange of ideas and cordial fellowship among its members as well as to serve the community's interests.

Our Target Audience:

Students & Parents, Teachers, Community

Color Preferences:

White background with 1) up to 3 different colors for AFTJ logo and 2) up to 4 different colors for AFTJ character.

Our Ideas and Additional Information:

A logo and/or a character must include the word "AFTJ" in the design.

The purposes of the logo and character creation are to enhance our visibility and promote advocacy. We will use the winning logo and/or character on our publications, banners for our events, letterhead. We will also create AFTJ goods, such as notepads and T-shirts, using the logo and/or character.

Sponsored by



Advocacy Grant

Please see the following contest rules for details.



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AFTJ logo and character contests

The Association of Florida Teachers of Japanese (AFTJ) will hold the AFTJ logo and image character contests in fall 2015. The purposes of the logo and character creation are to enhance our visibility and promote advocacy. We will use the winning logo and/or character on our publications, banners for our events, letter head. We will also create AFTJ goods, such as notepads and T-shirts, using the logo and/or character.

1. Contest Policy

A. Contestants must meet all the requirements as outlined in this document.

2. Eligibility

- A. To participate in these contests, a student should currently be enrolled or were enrolled during the 2014-2015 academic year in a Japanese course (language or cultural content) taught by an AFTJ teacher member.
- B. A student can participate in both logo and character contests.

3. Registration

Only the contestants who pre-register will be allowed to participate. The registration form can be found on the last page of this guideline packet.

To Teachers: Please have students fill out the registration forms digitally, and send them via email to the following email address by **Wednesday, September 30, 2015**.

E-mail your students' registration forms by Wednesday, September 30, 2015 to:

Soichiro Motohashi

Kalamazoo College

Soichiro.Motohashi@kzoo.edu



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4. Logo and Character Requirements:

- A. Contestants may submit an **ORIGINAL** hand-written or digitally-created logo and/or character.
 - 1. Contestants may create the logo and character by hand with any writing utensils (penciled creations will need to be darkened for scanning purposes)
 - 2. Contestants may create the logo and character digitally using any image-design software available to them. Use the CMYK format for printing.
- B. A logo and/or a character must include the word “**AFTJ**” in the design.
- C. Designs should be on a ***white background with 1) up to 3 colors for AFTJ logo and 2) up to 4 colors for AFTJ character.** *CMYK (c, m, y, k) (0, 0, 0, 0)
- D. Provide a brief explanation of the design concepts under the author’s name and school name, using the submission form. The submission form can be found on the second to the last page of this guideline packet.

5. Formatting:

- A. Design each entry (logo/character) to fit within **6 inches x 6 inches square**. (The template is available on the next page.)
- B. The hand drawn entry must be scanned and submitted electronically in the **JPEG** image format. Use a resolution of **600dpi (3600 x 3600 pixels)** or higher for scanning.

6. Submission Guidelines

- A. Each contestant can submit only one entry for the logo contest and one entry for the character contest.
- B. Name the JPEG file(s) with the author’s last name, school name, and the category (logo or character).
(e.g. nozu_usf_logo.jpg / nozu_usf_character.jpg)
- C. Submit a logo/character in the **JPEG format** with the submission form to Motohashi Soichiro (Soichiro.Motohashi@kzoo.edu).
- D. Alternatively, we accept a logo/character in the **PNG format with transparent background**.
- E. The submission due date is **5:00pm on Friday, October 30**.



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7. Prizes:

- A. The winning logo and character designers will each receive:
 - 1. A \$50 Amazon gift card to purchase Japan-related items.
 - 2. A T-shirt and/or a stack of sticky notes with the winning design.
 - 3. The right to use the basic logo and identify him/herself as the logo designer.
 - 4. A complimentary AFTJ student membership for the upcoming year (Year 2016).

8. Selection of Winner:

- A. Winners will be selected by the AFTJ logo and character contest committee.
- B. The committee's decisions will be final.

9. Intellectual Property:

- A. Designs of a logo and character must be **ORIGINAL** creations: no use of copy righted images and materials will be accepted for submission.
- B. AFTJ will own the copyrights of the winning logo and character designs for our future use.



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2015 AFTJ Logo and Character Contests TEMPLATE

6 inches x 6 Inches Square





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2015 AFTJ Logo and Character Contests SUBMISSION FORM

1. Provide the following information:

Name:	
School Name:	
Brief explanation of the design concepts:	

2. Submit this form with a logo/character JPEG file to Motohashi Soichiro
(Soichiro.Motohashi@kzoo.edu).

We also accept a logo/character in the PNG format with transparent background.



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2015 AFTJ Logo and Character Contests REGISTRATION FORM

Directions: Type in all information digitally. Fill in ALL the information. Failure to do so may result in the disqualification of your presentation.

First name:	
Last name:	
E-mail address:	
School name:	
Teacher's name (AFTJ member):	

Please put "X" in the left column of the events that you are participating.

	AFTJ Logo Contest
	AFTJ Image Character Contest