



ATTENTION: Bigelow Middle School Artists **We need your creativity!**

Bigelow FORJ (Families Organizing for Racial Justice) needs a logo
and we want YOU to design it!

*We are accepting submissions until **Friday, April 8, 2022***

WHAT IS BIGELOW FORJ?

Bigelow FORJ works to strengthen diversity, equity, and inclusion at Bigelow Middle School through awareness, education, and engagement. Bigelow FORJ is part of the larger city-wide FORJ while focusing our group's efforts primarily on the Bigelow Middle School community.

WHAT WILL THE LOGO BE USED FOR?

The new logo will be used to promote awareness of advocating for racial justice in our community. We will use it on signs, our website, social media, and for merchandise (e.g., sweatshirts, hats, decals, etc.).

HOW WILL THE LOGO BE CHOSEN?

A panel will select finalists for a larger community vote. Logos will be judged on the following criteria:

- ! Does it create a strong/memorable impression?
- ! Will the logo appeal to the community (students, parents, BMS educators)?
- ! Does it represent FORJ's commitment to diversity, equity, and inclusion?
- ! Is it adaptable? Can it be used in black and white as well as in color? Would it look good on a large banner as well as a smaller web icon?
- ! Is it original?

DO THE DESIGNS NEED TO BE IN A SPECIFIC FORMAT?

- ! Bigelow FORJ must be included with FORJ being the most prominent.
- ! The logo should work in black and white, and it can incorporate color. If you use color, please use the Bigelow purple.

HOW DESIGNS ARE SUBMITTED:

Designs can be computer-generated or hand-drawn. Please email your design or a photo of your design to bigelowforj@gmail.com by 4/8/2022. Feel free to contact us with any questions. Multiple designs are welcome. Enjoy! We are excited to see your work!