

## General Rules

Deadline for entry is **Monday, May 4<sup>th</sup>, 2015** (end of school day)

Branding must be powerful, positive, concise and clearly communicated.

Language, graphics and content are not to be oppressive or marginalizing in their impact upon audiences.

**Submission form** must accompany all entries.

Use these guidelines when creating your entry:

-A creative graphic with slogan that represents well-being. Wellbeing focuses on emotional, spiritual, physical and mental aspects of the “whole” person.

- Branding to reflect our Catholic values.

-No copyrighted materials to be used.

-No inappropriate use of language or pictures in the branding

- Branding will be attractive to the viewer and slogan will match the graphic created.



# Wellbeing- Brand It!

What does **wellbeing** mean to you? What does **wellbeing** look like? The school board needs a “logo with slogan” that represents well being. **Wellbeing** includes social, emotional, physical, mental and spiritual health.

The St. Clair Catholic District School Board wants to **promote and engage** students to become active participants in creating the branding for the school board’s **wellbeing logo and slogan**. We recognize the power of branding and the profound impact that recognizable logos and slogans can have in the promotion of **wellbeing** messages.

The SCCDSB **Branding Contest** provides an opportunity for all students in **grades 7-12** to develop a creative, unique, arts-based logo and slogan that communicates the theme of promoting positive mental health and **wellbeing**.

This brand will be used on the board’s website and promotional materials, as well as in social media and other communication tools.

The **Safe and Healthy Schools Steering Committee** will play an important role in selecting three top prize winners. The first place winner’s entry will be modified and used by the school board.

Top three entries will be awarded!

**Prizes are gift certificates to Sport Chek!**

## How to Submit an Entry?

Send your creations along **with your submission form** to [chris.preece@st-clair.net](mailto:chris.preece@st-clair.net) or via school mail to Catholic Education Centre ATT: Chris Preece, Mental Health and Wellbeing Lead, by **May 4, 2015**.