



NASEF
NORTH AMERICA SCHOLASTIC
ESPORTS FEDERATION...
Game. Grow. Learn. Lead.™

www.esportsfed.org

DESIGN JAM SERIES

SPRINT #2: NASEF GAMING LOGO

SCHOLASTIC ESPORTS STUDENT LEADER PROGRAM

Want to create the face of the NASEF Gaming Log? Help us design a gaming logo! Think about the logos used your favorite sports or esports team. Logos help teams, schools, clubs, companies, etc. identify its uniform, team, membership, products and more. It's a recognizable graphic element that can include a name, symbol or trademark.

Design Jam Sprint #2 Challenge: Create NASEF's Gaming Logo! We want YOU to help create elements for NASEF's new gaming logo for us to use for competition-related activities. This logo may be seen on team jerseys, hats, stickers, lanyards, and all other NASEF gear.

Timeline: July 7 -17, 2020

Challenge Details

- Analyze various gaming logos from games and/or professional esports or sports programs.
- View some gaming logo examples: [Anaheim Ducks logo](#) & [Anaheim Ducks Gaming logo](#). How would you describe their similarities and differences? Do they share the same look and feel? What would you recommend for NASEF?
- Your design concept should be made to print on clothing and for use online.
- Your gaming logo design should include elements from [NASEF's main logo](#).
- Logo should be submitted in PNG and vector format.
- Design requirements:
 - The logo design should follow the [NASEF Branding Guidelines](#).
 - The logo design should include "North America Scholastic Esports Federation" or "NASEF"
- Answer the following reflection response: (200 words maximum)
 - What are the key elements of your design(s)? What do you like about the designs(s)? What would you change in your next design iteration(s)?



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Submission Guidelines

To be eligible to participate in any of the 2020 NASEF Design Jam Series, all entries must meet the basic requirements:

- Any submission design:
 - Must be your own original work.
 - Must not contain any content that is obscene or offensive.
 - Must not contain your image or any identification markers.
 - Make sure your files are high resolution, not crooked, and can easily be viewed.
 - Accepted file types: PNG and vector format.
 - You may submit up to three images (different angles or details) of each logo design for your submission.
 - Make sure your files are high resolution, not crooked, and can easily be viewed.
- All submissions must include the name and contact information for an adult sponsor. A sponsor can be any adult, but is typically a parent, guardian, esports club general manager or teacher. The adult sponsor will receive a copy of the submission.
- This challenge may be submitted by an individual student or adult sponsor on behalf of a student.
- NASEF reserves the right to use students' work for marketing and promotional purposes in any and all media.
- All entries must be submitted using our online [submission form](#) by 5:00pm PDT on Friday, July 17, 2020.

Selection Process

A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:

- **Format:** How well did your design follow NASEF guidelines? Did you follow the formatting requirements?
- **Originality:** How original is the design? Are there new elements that enhance the design?
- **Craftsmanship:** What is the quality of the design? What skills were utilized? Did you pay attention to detail?
- **Reflection:** How did you reflect on your design?

Questions? For any questions, email us at info@NASEF.org or via [NASEF Community Discord](#).

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For any questions, please contact us at info@NASEF.org or read more about the [Design Jam Series](#) on our website at www.NASEF.org.