

VIRGINIA SYSTEMS OF CARE LOGO AND SLOGAN CONTEST

OFFICIAL CONTEST DETAILS

The Contest:

Hey Virginia youth & young adults!! Get ready to show off your amazing skills and talents! The Department of Behavioral Health & Developmental Services, in partnership with the Virginia Family Network and Youth MOVE Virginia, is holding a logo and slogan contest to help brand the Virginia Systems of Care. There will be two contest categories, one for **youth ages 14-18** and one for **young adults ages 19-25**. **To enter, complete an entry form** and submit a logo and slogan that embodies or best expresses the core themes and values of Virginia Systems of Care. A winner in each category will be selected and each will win \$500 towards continuing education as well as one of the two winning logos and slogan will be made the official logo and slogan of Virginia Systems of Care! **The winning logos and slogans may be featured on websites, social media, or other platforms and so they must be eye-catching but also clear and easy to read.**

What is the Virginia Systems of Care?

Virginia Systems of Care is the approach in Virginia to provide support to youth and families by building meaningful partnerships that can meet multiple needs. This approach brings together systems, services, and supports to better meet the needs of children and youth with or at risk for mental health or other challenges and their families.

Virginia Systems of Care focuses on three core values:

1. Community Based

- a. Services and supports are provided within an individual or family's community and are supportive, work together, and adapt to different needs

2. Family and Youth Driven

- a. Families and youth are experts on themselves and the strengths and needs that they identify should guide the services and supports provided

3. Culturally and Linguistically Competent

- a. All services and supports should work or respond across cultures and languages in a way that understands and respects the unique differences of all families and youth

Themes:



Logo Requirements:

The logo must look professional and contain no inappropriate language or images. Any colors may be used but the logo must be clear and be visible in color as well as in black & white. Multiple colors may be used but it is recommended for logos to be comprised of 2-3 colors.

The logo must be submitted in their original source file (ai-Adobe Illustrator or eps-encapsulated PostScript files preferable) or as a high resolution .pdf file with 300 dpi (dots per inch) or higher. The logos must be easily reproducible and scalable for large and small formatting.

For technical assistance or design advice please contact Professor Laura Chessin at VCU at lchessin@vcu.edu

Slogan Requirements

Slogans must be professional and contain no inappropriate language. They must be attached or adjacent to the logo (see examples below). They can be simple or more complex but must be easily reproducible and clear.

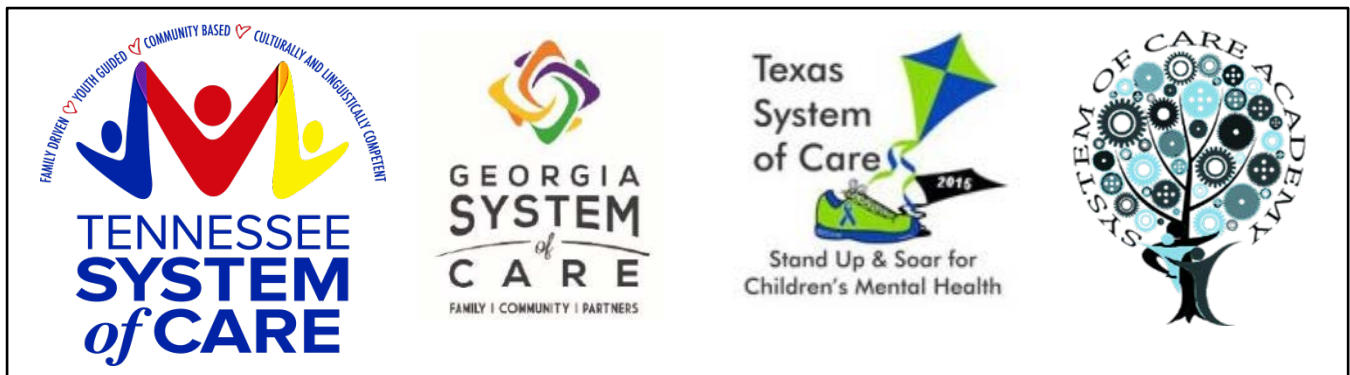
The same requirements for the logos (colors, clarity, file type, and resolution) also apply to the slogan.

Logo and Slogan Integrity

Logos and slogans cannot contain copyrighted material. Logos must have been created and edited by the contestants. Logos may not include images or licensed images that have been previously published.

DBHDS reserves the right to alter images, font, and script for readability purposes and the winning entry will be the property of Virginia Systems of Care.

Logo & Slogan Examples:



Prize

Because we know that information and support are critical to empowerment, we are offering **continuing education funds**, in the **amount of \$500** from the Virginia System of Care Expansion Grant to the contestant's winners! The winner will be announced and the remaining entries will be displayed at a Children's Mental Health Awareness Day event at a date to be scheduled in May.

To help you take advantage of this prize we have established the following guidelines:

- Funds are to be utilized for educational or leadership development opportunities that promote and help individuals employ their lived experience with mental illness to inform and transform the system. Opportunities can vary and may include, but are not limited to the following examples: online or in-class courses, conferences (including travel, meals or lodging), organization membership or publication subscription, or book purchases.
- Funds will be provided either as reimbursement with receipts provided (i.e. online leadership course) or Virginia Family Network can use funds to purchase items upon request up front (i.e. conference registration).

Entry Form
Virginia Systems of Care Logo & Slogan Contest

First Name: _____

Last Name: _____

Age: ____

Town or city of residence: _____

Where did you hear about the contest? :

- | | |
|---|--|
| <input type="checkbox"/> Intensive Care Coordination (ICC)
Listserv | <input type="checkbox"/> United Methodist Family Services |
| <input type="checkbox"/> Virginia Family Network | <input type="checkbox"/> Family Engagement Network |
| <input type="checkbox"/> Youth MOVE Virginia | <input type="checkbox"/> I'm Determined Project/MOVE Summit |
| <input type="checkbox"/> Local Community Services Board (CSB) | <input type="checkbox"/> Virginia Commonwealth University
(VCU) |
| <input type="checkbox"/> Local Comprehensive Services Act
(CSA) office | <input type="checkbox"/> Other: _____ |

Rules for Entry:

Contestants must either be between 14-25 years of age and must reside in Virginia. All entries for logos and slogans must meet requirements set under *Logo Requirements, Slogan Requirements, Logo & Slogan Integrity* listed in the official contest details.

To Enter:

Submit this completed entry form to Nathanael Rudney, State Systems of Care Task Lead at DBHDS at below email address:

Nathanael.rudney@dbhds.virginia.gov

**For any questions about contest details please feel free to call
Nathanael Rudney at (804) 663-7270**

**For technical assistance or design advice please contact Professor Laura Chessin at VCU at
lchessin@vcu.edu**

ALL LOGOS AND SLOGANS NEED TO BE SUBMITTED BY MARCH 1ST, 2018

WINNING SUBMISSIONS WILL BE NOTIFIED IN APRIL 2018!!