



## Introducing the Iowa Clover Kids Logo Concept Challenge!

### **What:**

The Clover Kids Action Team is sponsoring a Clover Kids logo concept/idea challenge.

### **Why:**

The selected logo concept/idea will help brand the Iowa 4-H Program's K – 3 program and make it readily identifiable across the state by children, families, and local and state partners.

### **Who:**

Clover Kids members working in partnership with caring adult Group Leaders/Coordinators and/or family members are encouraged to submit logo ideas to Keli Tallman, State Youth Development Program Specialist, at [ktallman@iastate.edu](mailto:ktallman@iastate.edu).

### **When:**

Please submit eligible logo concepts to Keli Tallman by **Friday, November 18, 2011**.

### **Acknowledgement:**

The Clover Kids Group in which the young designer of the selected logo concept/idea belongs will receive \$100 for Clover Kids Group programming.

### **Logo Concept/Idea Submission Criteria**

- 1) Logo concepts must be sent to Keli Tallman by e-mail attachment.
- 2) Logo concepts must be saved as jpg, pdf, or eps files.
- 3) Logo concepts must not exceed 1 MB.
- 4) Logo concepts must show diversity of child ethnicity, gender, and physical abilities.
- 5) Logo concepts must depict two or more of the following key characteristics of the Clover Kids Program:
  - a) Joy of learning
  - b) Supportive, creative, and fun learning environments
  - c) Cooperation-based educational opportunities
  - d) Hands-on learning activities
  - e) Positive social interactions with new friends (share, work, and learn together)
  - f) Mastery of physical skills
  - g) Growth of self-confidence and self-understanding
  - h) Development of age-appropriate decision-making skills