The Challenge: Design a Logo for the Cooperative Ecosystem Studies Units (CESU) National Network

By When: Extended! November 26, Thanksgiving

To Get: Fame and Glory (but no fortune)

Background:

Did you know your University, Organization, or Agency is a member of the Cooperative Ecosystem Studies Units Network?

...Well, <u>it</u> <u>is</u>!

What is the CESU Network, anyway?

In a nutshell, there are 17 CESUs in the United States, organized around biogeographic areas in the country (for example, Gulf Coast, Great Plains, Rocky Mountains, Hawaii-Pacific Islands). Each Unit of the Network is composed of federal agencies, a host university, and partner institutions, including many more colleges and universities, state and local government agencies, and nongovernmental organizations. Formal agreements between the partners in a Unit allow federal agencies to fund research or other technical assistance at one or more of the partner organizations. It's a "win-win" because students and faculty get the opportunity to collaborate with federal agencies to work on real-life issues; federal agencies get superb work at very competitive rates.

So how many partners participate in this CESU Network?

More than 190 universities and 47 other non-federal partners participate in the Network. Thirteen federal agencies participate, including the National Park Service, the U.S. Dept of Agriculture, NASA, NOAA, U.S. Fish and Wildlife Service, U.S. Department of Defense, and others.

What kinds of projects are funded by the Federal partners?

Project topics include natural resources and cultural resources, engaging all disciplines from **<u>A</u>**nthropology to **<u>Z</u>**oology.

What materials were used to color the walls of ancient pueblo structures?
How can forests be managed to adapt to climate change?
Does defense training affect bat populations?
How does wind power development affect agricultural landscapes?
What do visitors like about touring historic battlefields?
How can GIS applications better inform coastal restoration decisions?

These are just a few samples of the questions that CESU projects address.

Why the new logo?

Even though this program has been in existence since 1999, and over 5000 projects have been conducted, the program is not well known. A new logo will help ensure a strong, cohesive look that projects the positive and professional image that the program deserves. It will be used on communications materials for internal audiences of CESU partners as well as for external audiences and on the national website. The current logo has a retro woodcut feel that conjures up thoughts of log cabins. Our new logo needs to better represent the breadth of activities and topics encompassed by the network.

The front of this brochure features the existing logo:
http://www.cesu.psu.edu/materials/cesubrochure.pdf

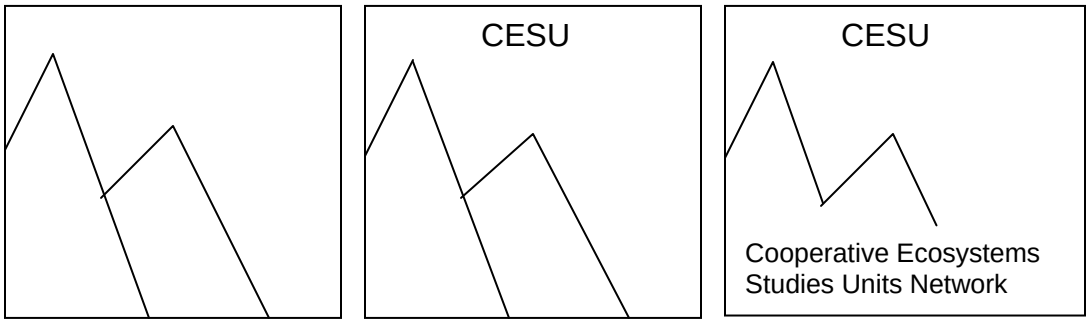
We are ready for something completely different!

SPECIFICATIONS:

All submitted artwork must be original and not based on a pre-existing design. Only entries with declaration of authorship will be accepted. For example, "this design is my/our own creation and has been developed according to the specifications provided." By submitting a design, you agree to transfer the copyright of the design to the CESU Network.

The logo can be black and white, or color. It should be fully scalable and legible for a range of applications – from business cards and letterhead stationery (approximately 1" x 1") to large posters and t-shirts or other items; it does not need to be square however.

The logo can be designed with or without the program name or acronym. You could submit a series of designs as shown below.



You may submit one or more hand-drawn or computer-generated designs, but all submissions must be electronic, preferably a *.jpg, *.gif, or *.pdf file. Each entry should be submitted in a separate email. When submitting, please include the word "LOGO" in the subject line of your email. Files should be no larger than 1MB. If larger, please send a lower resolution version with a note of explanation.

Please visit www.cesu.org for inspiration. The CESU Network is a diverse organization. It is probably impossible to capture all the resources, people, and places involved in one symbol, so do not try to encompass all parts of the network in your design.

Submit materials by **November 26th** to:

Tom Fish, CESU Network National Coordinator, at Tom_Fish@nps.gov

Final selections will be posted on the CESU Network website after January 1st.