

Massachusetts Center for Civic Education (MACCE)

Website (some pages are still under construction): www.masscivics.org

Logo Design Brief

The Massachusetts Center for Civic Education is a private, non-profit, non-partisan organization that promotes civic education in Massachusetts public and private schools, and communities. Our programs are implemented with the assistance of a network of public and private sector organizations and educational leaders throughout the state of Massachusetts. The national chapter of the Center for Civic Education first began in 1987 and in 2015 the Massachusetts Center for Civic Education (MACCE) became a 501(c).3 organization. We participate actively in the programs of the national **Center for Civic Education**.

For 2021, MACCE is looking to rebrand and relaunch its programs to a wider audience. One part of our strategy is to incorporate a new logo design for our organization based on our mission. Our goal is to have a logo that can be easily recognized and unique to our chapter of the national programs that we support within Massachusetts.

The logo should evoke the idea of our mission statement: “***To create generations of responsible, educated, and involved citizens by promoting civic learning and engagement.***” The logo could include imagery of American Government, either traditional or modern in design, through a non-partisan lens. We like times new roman, arial, and other fonts that are clear to read and appropriate to the visual design of the logo.

Target Market(s)

Teachers, students, citizens, and all people interested in learning about civic education.

Logo Text

Option use of text can include: **MACCE** and/or **Massachusetts Center for Civic Education**

Must have

Colors should be simple and bold. Should try for a feel of "civic education", learning and participation in civics. Logo could include imagery of American Government, either traditional or modern in design, through a non-partisan lens.

Nice to have

We like times new roman, arial, and other fonts that are clear to read and appropriate to the visual design of the logo.

Should not have

Too many colors. Should not look whimsical or "fun". Should not be directly partisan in nature.

Programs provided by MACCE

To aid in your research about our programs, below you will find links regarding each program that we provide. This is informational only. You do NOT need to incorporate any specifics from the programs into your design.

- [We the People](#) - understanding the basic foundations of American government for grades 3-12.
- [Project Citizen](#) - engaging young people in local and state government for grades 6-12.
- [Citizen Lyceum](#) - adult learning about the fundamentals of American government.

Contest Dates and Submission Rules

We will accept all submissions from April 8, 2021 until midnight on June 30, 2021. The winner will be selected and notified by July 31, 2021.

All entries may be submitted via email to rdesrosiers@masscivics.org or mailed to:

Roger Desrosiers
Massachusetts Center for Civic Education
72 Millbury Ave
Millbury, MA 01527

Prize

The winner of the Prize will be awarded **\$300**. The winner will also be recognized with a photo of themselves (optional), their school, and their work to be featured on our website and in our newsletter.