



20th Anniversary Youth Logo Design Contest Scoring Rubric

Criteria	Superior	Excellent	Good	Average	Needs Improvement	Scoring	Comments
Includes the words "Venture Outdoors"	5	4	3	2	1		
Incorporates Venture Outdoors' brand colors (green, blue, orange)	5	4	3	2	1		
Simple, not overly detailed (logo will be printed on t-shirts)	5	4	3	2	1		
Neat, clean, and complete	5	4	3	2	1		
Original and unique – the work exhibits a high level of thought and originality; the artists thinks outside of the box	5	4	3	2	1		
Skillful use of art medium (pencil, computer design program, etc.)	5	4	3	2	1		
Portrays the mission and values of Venture Outdoors – click here to learn more	5	4	3	2	1		
TOTALS							



Scoring Level Explanations for Judges

5	4	3	2	1
Superior	Excellent	Good	Average	Needs Improvement
The work exceeds the objectives of this category.	The work fits the criteria of this category very well, but there is still some room for improvement.	The work is not fully developed enough to stand out again the competition.	The work represents the criteria of this category at a basic level.	The work does not represent what we are looking for in this category at all.