**Design brief: LUQ-LTER Logo**

- Scope: Branding for items (t-shirts, coffee mugs, hats, etc) as well as for use at conferences/presentations, social media, website, etc.
- Target market: General public
- Colors: Natural color schemes
- Logo style: Open. See <http://www.nodinx.com/5-basic-types-of-logos/> for examples of various logo styles

Possible ideas for inspiration:
- Tropical locale
- El Yunque biota
- Disturbance
- Linking forest and streams
- LTER network (LUQ established in 1988)
- Long term data

**CONTEST:**
- All are welcome to participate, even if the submission is an idea in text only. Simultaneously, we will post the design brief on a contest style website where designers compete for a small cash prize. The top 5 logos will be displayed at the LUQ LTER annual meeting June 9 and 10 where all attendees will be encouraged to vote for their favorite. The winning logo will be sent to a professional graphic artist to complete the final product (Note that there may be some changes to the final design based on the advice of the artist)

Attached is a file with the logos of other LTER sites, as well as various logos from organizations in Puerto Rico for inspiration.

Please submit your designs to SarahStankavich@gmail.com

**Deadline for submissions: May 15**, **2016**