

Logo Title _____
 Judge _____

HealthLab Logo Competition Rubric

Logo Scoring Guidelines

_____ Logo Design and Palette can stand on their own in conjunction with LPCE, Harvard Chan School, and Harvard University Logo

_____ Abides by official Harvard rules

_____ Logo reflects the energy, creativity, and ambition of student-led startups on a mission to solve some of the world's toughest challenges

_____ Does not incorporate the LPCE or Harvard Chan School Logos

	4	3	2	1	Score:
Creativity:	The logo reflects an exceptional degree of student creativity/originality	The logo reflects a limited degree of student creativity/originality	The logo is based on the designs or ideas of others and does not demonstrate original ideas	The logo does not demonstrate any original thought or creativity	
Graphic Design:	The logo is exceptionally attractive in terms of design, layout, neatness, unity, and consistency	The logo is attractive in terms of design, layout, unity, and consistency	The logo is attractive, though slightly disorganized	The logo is disorganized and/or devoid of necessary elements and very poorly designed	
Logo Design:	The logo is artistically balanced; one part does not overpower another. Colors and text greatly enhance the logo's overall effect. Logo is clean, simple, and scalable. It is attractive and stimulates viewer interest	Logo is adequately balanced. Colors complement each other and text is readable. The logo is clean and loses little clarity at different sizes. It is attractive, but promotes limited viewer interest.	Logo lacks an overall balance. Colors and/or text effects may clash or muddle the design. The logo loses some quality when resized. The logo is unattractive or distracting	Too many fonts or text effects make text unreadable. The logo is cluttered, overly complex, and becomes distorted or illegible when resized. The project is unattractive and distracting	
Relevance:	The Logo successfully captures the HealthLab Logo mission	The Logo is relevant to the HealthLab Logo mission	The Logo is somewhat relevant to the HealthLab Logo mission	The Logo is not relevant to the HealthLab Logo mission	

Total: _____