



Logo Design Contest

Official Contest Rules & Design Brief

Submission deadline: September 18, 2026

About KSHPRM

The Kentucky Society for Healthcare Public Relations and Marketing (KSHPRM) is a nonprofit professional organization dedicated to supporting communications, marketing, media relations, branding, public engagement, and creative professionals serving healthcare organizations throughout Kentucky.

KSHPRM promotes collaboration, education, leadership development, professional excellence, and the advancement of healthcare communications across the commonwealth.

Contest overview

KSHPRM invites qualified healthcare communications and creative professionals to participate in its logo design contest. This is an opportunity to leave a lasting mark on Kentucky's premier professional organization for healthcare communications and marketing.

The selected logo will become the official visual identity of KSHPRM and will represent the organization across digital platforms, print materials, events, awards, apparel, signage, presentations and promotional materials.

Eligibility

Participation is open to individuals responsible for public relations, marketing, communications, and creative content development for Kentucky hospitals, healthcare providers, health systems, councils and associations.

Eligible participants include **public relations, marketing and communications professionals**, including graphic designers, content creators, copywriters, creative strategists, marketing and communications coordinators/specialists, department leaders, and other team members.

Submissions from advertising and marketing agencies, creative studios, consultants, freelancers/contractors, medical writers, planning and development firms, and other organizations supporting healthcare communications are not eligible.

Submissions

Your submission must be received by **September 18, 2026**. Each individual may submit **one** logo concept.

Brand personality

The new logo should:

- Represent professionalism, credibility and innovation
- Reflect communication, trust, collaboration, education and connection
- Convey a modern yet timeless appearance
- Appeal to professionals across healthcare and related industries
- Establish a recognizable statewide identity

- Support the continued growth and visibility of KSHPRM
- Be versatile across print, digital, social media, apparel, signage, awards and promotional materials

Design direction

The preferred style is clean, modern, professional, approachable, memorable, timeless, easily recognizable, and scalable across multiple applications.

- Typography-driven design featuring KSHPRM
- Professional association branding
- Circular or badge-style logos
- Modern healthcare communications themes
- Connection or network-inspired graphics
- Storytelling or communications symbolism
- Subtle Kentucky-inspired visual elements

Suggested colors

- Royal blue
- Navy blue
- Black
- Gray

Logo and submission requirements

The logo must include “KSHPRM” and “Kentucky Society for Healthcare Public Relations and Marketing” and must reproduce successfully in:

- Full color
- One color
- Black
- White (reversed)
- Grayscale

Submit one logo concept with:

- PDF, JPG or PNG for initial review
- Designer name
- Organization
- Email address
- Phone number

Submit entries electronically by September 18, 2026, to gdreyer@kyha.com.

Final deliverables (selected designer only)

- Color specifications (CMYK, RGB, HEX and Pantone, if available)
- Font information (designers must have a valid license for any fonts used in their submission)
- Color variations: full color, black, white/reversed and grayscale
- Logo variations: square, circular, horizontal and vertical versions
- Logos must be submitted as editable vector files (AI, EPS, or SVG only; no raster images), with all fonts outlined

AI artwork policy

- Original design work is expected.
- Artwork created primarily through generative AI platforms is not permitted.
- AI may be used for brainstorming or concept exploration; however, the final submitted logo must be an original design created and refined by the entrant.

Judging criteria

Entries will be evaluated on:

- Creativity
- Originality
- Professional appearance
- Alignment with project goals
- Readability
- Scalability
- Versatility across multiple applications
- Long-term branding potential

Judging process

The KSHPRM board of directors will review all eligible submissions and select one winning logo. The winner will be announced during the **2026 KSHPRM Thoroughbred Awards event on November 5, 2026**.

The Board reserves the right to:

- Request up to two rounds of revisions from the selected designer.
- Make minor modifications to improve usability across branding applications.
- Select no winner if no submission meets the organization's needs.

All decisions of the KSHPRM board are final.

Ownership and intellectual property

By submitting an entry, participants certify that:

- The submission is their original work.
- The design does not infringe upon any copyright, trademark or intellectual property rights.
- The design has not been previously licensed, sold or adopted by another organization.
- The entrant has the authority to transfer ownership rights if selected.

Upon selection, all ownership and intellectual property rights associated with the winning logo become the exclusive property of KSHPRM. The selected designer may display the completed logo in a professional portfolio but may not reuse, license or resell the design.

Recognition

This is a volunteer design project, and the winning designer will receive recognition during the 2026 KSHPRM Thoroughbred Awards and on KSHPRM's website and social media platforms.

Questions?

For questions regarding the contest or submission requirements, please contact **Ginger Dreyer** at gdreyer@kyha.com.

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