



Kind Defined Sticker Contest Scoring Sheet

Sticker # _____

Please circle one number for each. 1 is Not Executed Well and 10 is Best Execution

30% Promotes Our Brand:

Use of logo: Logo placement and the way it is used makes sense (it doesn't look like it was plopped on).

Creativity: Had fun with the logo and was creative with the way the sun showed itself.

Promotes Brand: Overall the Kind Defined brand was clearly promoted through its colors (optional) and logo (requirement).

30% Desirable Sticker:

Age: The design is simple enough for a 3' sticker so the meaning is clear but complicated enough for many age groups to want it.

Design: The design and/or text is easy to understand.

Color: The use or lack of color makes the sticker better, color was considered in the theme and design.

Overall: The sticker design is pleasing to the eye and a great design for a sticker.

40% Relates to the Theme:

Theme: The theme the participant chose is seen in how they decorated the sticker.

Message: The message whether in text or pictures or both is clear.

Feeling: There is a feeling of kindness being connected to goodness.

Overall: The sticker design promotes Kind Defined's message overall.

Promotes Our Brand

Use of logo:	1	2	3	4	5
Creativity:	1	2	3	4	5
Promotes Brand:	1	2	3	4	5

Desirable Sticker

Age:	1	2	3	4	5
Design:	1	2	3	4	5
Color:	1	2	3	4	5
Overall:	1	2	3	4	5

Relates to the Theme

Theme:	1	2	3	4	5
Message:	1	2	3	4	5
Feeling:	1	2	3	4	5
Overall:	1	2	3	4	5

Total Points _____