

FOR IMMEDIATE RELEASE

Newaygo County Area Promise Zone Authority Board
Newaygo County RESA
4747 West 48th Street
Fremont, MI 49412
231.924.0381
Contact: Dr. Lori Tubbergen-Clark, Chair

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Career-Tech Students Present Logo Designs to Promise Zone Board

At the November 8 meeting of the Newaygo County Area Promise Zone Authority Board, students from the Newaygo County Career-Tech Center presented final concepts for a Promise Zone logo.

Doug Clink's graphic communications students created more than 50 logo options, which the board's marketing and communications committee then narrowed to three finalists.

Career-Tech students Shannon Corbett, Julia Ceme-Prefontain, and Parker Besiegle presented their designs to the board and community members in attendance. They explained how they had chosen fonts and colors as well as incorporated feedback and ideas from the committee into their logo concepts.

The logo creation process was managed by Promise Zone board members Mark Guzniczak and Tom Boerger, who presented it to students as a business opportunity with a formal request for proposal.

"We needed an identity for the Promise Zone," said Guzniczak before the logo presentations. "We used an RFP to make it a real-life business experience for the students and they came back in two weeks with a lot of great ideas."

Dawn Anderson, co-chair of the board's marketing and communications committee, said that when the committee thought about who the Promise Zone was trying to help it only made sense to involve students in the logo design process.

"Because the opportunity was for them, it meant more to them," said Anderson. "They were delighted. Every student was excited about it. They took it very seriously."

Following the student presentation, the logo created by Shannon Corbett was chosen to be implemented for the Newaygo County Area Promise Zone.