



2015 Winning Logo Design

Take Back the Night | 2016 Logo Competition

The Wayne State University President's Commission on the Status of Women (COSW) and First Step invite graphic designers, artists, and creative individuals to participate in a unique design contest that combines creativity and community service.

What is Take Back the Night? Take Back the Night is an international march and rally organized to educate individuals and communities about and engage them in efforts to end sexual assault, domestic violence, dating violence, sexual abuse and all other forms of sexual violence. COSW organizes this event every April, which is nationally recognized as Sexual Assault Awareness Month. COSW and First Step will host a Take Back the Night event on April 11, 2016, and we need your help! We hope you will donate your time and talents to support this effort.

Why do we need you? In communities across the globe, survivors and supporters take to the streets in unity to speak out against sexual violence during TBTN. To gain and show collective support, organizers typically develop a theme and logo that are integrated into information and flyers that will distinctly capture the purpose and nature of the event. It takes time, talent, and money to develop these types of logos, and COSW and First Step have limited resources. More importantly, we wanted to create a unique opportunity for designers, artists, and others with distinctive talents to become involved in this event and to make an impact on the community and efforts to end sexual violence.

What is this year's theme? The theme for 2016 is "Take Back the Community; Take Back the Night." The theme was selected to underscore the importance of reporting incidents and sharing experiences so that the community understands sexual violence is not acceptable/tolerated as well as to give survivors hope, direct them to the help and resources they need, and promote healing.

What do I need to do? We have a limited amount of time to review, select and move the selected logo design into production; therefore, we ask all those interested to 1) send us an email indicating their intent to participate by January 21, 2016, and 2) submit their proposed logos—in JPEG or PDF format—to robin.collins@wayne.edu by January 31, 2016. We hope that you will take a moment to help create the momentum needed to make this movement. Even if you have never marched, rallied or participated in such an event before, your time and talents can help make a critical difference on the WSU campus, in Detroit, and in the lives of survivors all across this community.

For more information, contact Robin Collins at robin.collins@wayne.edu or visit cosw.wayne.edu.