



Bullying Logo/ Tagline Design Project for Business Professionals of America (BPA) Students

Background of NOYS

National Organizations for Youth Safety (NOYS) is the longest standing premier youth health and safety coalition in the United States. The Coalition is dedicated to saving lives by creating programs and providing resources to address topics such as health and wellness, injury prevention, substance abuse prevention, traffic safety, and youth violence prevention. NOYS is comprised of over 60 national members that include nonprofit organizations, business and industry leaders, and federal agencies. The mission of NOYS is to create sustaining, engaging, and educational programs of work with youth and not to youth. The Coalition lives by a quote that was developed by a NOYS youth board member: "Never doing anything about us, without us."

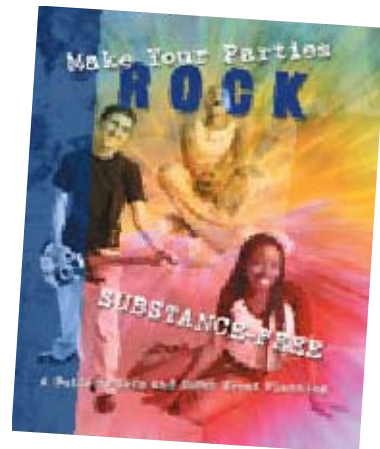
NOYS has been working with several federal agencies and organizations to address issues in the youth violence category. Bullying has always been a priority topic, but in this digital age bullying is not just occurring in school parking lots and playgrounds. Bullying has literally taken on a whole new dimension due to social networks, mobile smart phones, and the vast capabilities of the internet. Bullying has essentially turned into a 24/7 issue now known as cyber bullying.

Now is the time to take action and work with youth to develop solutions that will address cyber bullying. The NOYS Coalition is proud to work with Cyber Safety Academy's "The Great American No Bull Challenge" and join forces with leading partners in the industry to save lives and prevent cyber bullying from occurring to our youth.

Special Opportunity only for BPA Design Students

NOYS is offering a very special opportunity to BPA design students to produce a logo/tagline for the bullying prevention section of the NOYS website. NOYS is in the process of developing a toolkit for bullying prevention campaigns, programs of work, and contests for the 2011/2012 school year, and the toolkit needs a creative, engaging, and effective design that spreads awareness about bullying prevention. In the past, youth have designed logos and taglines for NOYS youth health and safety topics which have been proven to be successful of getting our message of teen traffic safety to youth around the nation.

Youth Safety Campaign and Program Logos and Taglines created by NOYS Youth:



BPA students can be as creative as necessary and can use different colors, fonts, and shapes and create their own unique message. The designs have to be original. Some tips in creating the design are:

- Short, simple, and catchy can be very effective
- The main target audience is high school students
- Colors and fonts in the above designs can be replicated or manipulated
- The logo/tagline will be use in documents and on social media sites managed by NOYS
- Positive messages resonate well with youth
- JPG. format works well to insert on NOYS social sites

The student(s) that create the chosen logo/tagline will receive recognition on the NOYS Violence Prevention Website via picture and short biography, in the Notable NOYS Newsletter, and will receive a certificate of appreciation for volunteering for a national nonprofit youth health and safety coalition.

Timeline of Project:

September 5th, 2011 – September 16th, 2011: BPA students will submit designs during this two week period, with the deadline of submission being Friday, September 16th.

September 19th, 2011 - September 23rd, 2011: NOYS youth will choose winning design.

September 27th, 2011 – Winner will be announced and highlighted in newsletter and website.

Submission of Designs:

Please send your designs to Nicole Graziosi at ngraziosi@noys.org. Nicole can be reached at 571-377-0903 if there are any questions about the project. Please submit designs in jpg. or gif. format.

**Thank you for making some
NOYS for Bullying Prevention!**

NOYS Sites to Visit:

www.noys.org

www.noys.org/youthturn

www.underyourinfluence.org

www.noys.org/programs