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LOCAL

Winning logo hit close to home

Madison artist got an edge in contest by visiting museum often with daughter.

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Madison graphic designer Heather Knox's logo for the Madison Children's Museum beat out about 750 designs from all over the world.

Museum staff and volunteers chose the new logo through an online competition in which they didn't know the identities of the contestants.

But the fact that Knox has been a frequent museum visitor gave her an edge, said the museum's executive director, Ruth Shelly.

"I really feel that Heather's design floated to the top because she herself is a user of the museum with her daughter, and she knew the look of our new building and was familiar with the plans," Shelly said.

Knox, 40, a senior graphic designer for Sonic Foundry, said she designs logos for fun in her free time. A co-worker suggested she enter the contest.

Knox and her daughter, Olivia, 5, visited the museum two or three times a month before it closed on State Street on Jan. 4. The museum will reopen Aug. 14 after it moves across the Capitol Square to 100 N. Hamilton St.

Knox liked the idea of her daughter knowing her mom was responsible for the logo every time they visit the museum.

"There's a finite amount of time your kids think you're cool, and I thought I would capitalize on that," she laughed.

The logo competition cost the museum nothing and was conducted in July through the Web site *Crowdspring.com*. Milanie

AT A GLANCE | NEW LOGO

Heather Knox's winning logo is very specific to the Madison Children's Museum, while many other logo contest entries were more about children's museums in general, said Ruth Shelly, the museum's executive director.



madison
children's
museum



RUTH SHELLEY photo

Graphic designer Heather Knox said her daughter, Olivia, 5, likes the art workshops best at the Madison Children's Museum. "I have no idea where she got that," she said.

Cleere, CEO and founder of *Oompa.com* and *Oompa Toys*, which has a store in Middleton, suggested the museum conduct the public competition and donated the \$1,000 prize for the winner.

Knox submitted four designs, working evenings and weekends and showing Olivia the concepts as she designed them.

"I would just explain to her it's kind of like coloring without crayons, just using a computer," she said.

The logo, which was unveiled Saturday

at the annual Kids Rock! music benefit for the museum at the High Noon Saloon, is a whimsical take on the new building, emphasizing the museum's many windows.

"There's a ball coming out of one of the windows to allude to the element of play," Knox said. "I used bright and vibrant colors because it's a bright and vibrant place. I made it as playful as I could."

Olivia helped, she said. "Kids are very honest. When they like something, you know they really like it."

