



AASA Student Logo Design Competition

As part of the AASA's effort to revamp the organisation's identity in conjunction with the launch of our new website, we open an opportunity for architecture students to design a new logo for the AASA. The new logo will replace our current logo and will be used in various mediums, such as letterheads, website, social media, publications, business cards, pull up banners, just to name a few. The competition aims to provide students with an opportunity to showcase their design skills and to create a new identity for the AASA.

Objectives

- Provide students with an opportunity to showcase their design skills and strengthening the relationship between the AASA and students
- An opportunity for the AASA to establish a new identity.
- To create the logo that can be easily set in various templates (e.g. Word or PowerPoint)

Requirements:

(1) Type of Logo: Letter Mark

Letter marks are exclusively typographic. They use a symbol representing the company through the use of its initials or the brand's first letter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company better than the full name (the name is too long), the name is hard to pronounce, or it's just not distinct enough to carry its own weight. Some companies and organisations that use letter marks include Hewlett-Packard, Chanel and General Electric.

(2) There should be two options - first option in mono (black) and the second option in colour (up to 3 colours), no gradient or texture and must be legible on dark or white background.

(3) The logo should be designed in landscape and portrait orientation.

(4) The logo will be used in letterheads, business cards, banner, social media, PowerPoint presentations, website etc.

(5) How the logo should appear in all sorts of different formats (e.g. in print like business cards and letterheads or large pull-up banner. In digital like social media posts, email signature block or on the website etc.).

(6) File format – must be in scaleable vector EPS (i.e. Illustrator or any other application can output as a vector), anything created in pixel (i.e. Photoshop) is not suitable.

Competition Framework

- The winner will receive a cash prize of \$1,000.
- The work of winner will be further featured on the AASA website and disseminated through the AASA newsletter and press release to relevant industry publications.
- The winner will be invited to the AASA AGM (via Zoom meeting) and present the new design to the HoS.
- Ten shortlisted designs will each receive a \$100 book voucher
- All design submissions will be published on the AASA website

Student Eligibility

- The competition is open to all architecture students (including Bachelor, Masters or PhD)
- Only AASA member (including affiliate member) is eligible.
- Only one entry per student. Entries must be endorsed and supported by the Head of School (email confirmation is acceptable).

Evaluation Criteria

- The rationale behind the design (300 - 500 words)
- Design aesthetics
- Applicability. The logo can be applied to all kinds of format (vertically and horizontally) and medium, such as letterhead, banner, name card, social media etc.

Jury

- The jury is composed of three to four academics from AASA member programs and one expert in graphic design
- Conflicts of interest held by jury members shall be declared where required.

Timelines and Procedure

- Call for submissions announced: 31 March 2020
- New deadline for submissions: **1 August 2020**
- Jury convenes, and the successful candidate will be contacted in August 2020
- Design submissions will be published on the AASA website.

Submission Details

- Both PDF files 20MB limit, no more than ten pages (in various scenarios) landscape orientation with design rationale (no more than 300 words) and scaleable vector EPS (i.e. Illustrator or any other application can output as a vector)
- An email confirmation from the HOS supporting the student's submission.
- Content of submission shall not include identifying information of the student to allow for objective jury review.
- Include contact details of the applicant in the body of the email when submitting (academic name, institution name, phone contact, email address)
- Electronic submissions should be forwarded by the due date to AASA Secretariat via martha.liew@aasa.org.au by midnight **1 August 2020**.