

# AIWA Logo Design Contest

## Creative Brief and Design Guidelines

### Project Overview

As AIWA launches into the future to create a platform for connecting, engaging and inspiring Armenian women and girls, it is forming a new visual identity that can encapsulate and visually advance its vision. The Logo Design Contest is an opportunity for any female visual artist to participate in creating this visual identity.

### About AIWA and The Project

AIWA was started in 1991 almost immediately after Armenia became an independent Republic from the Soviet Union. It was created to give women a voice in a new and free Armenia, and to support Armenian women in their personal and professional advancement no matter what their affiliation. Twenty-eight years later, AIWA is ready to reposition itself, taking that same fundamental belief and making it better, stronger, and more impactful.

#### *Our Vision*

We envision a world in which Armenian women have nothing stopping them from advancing in their personal and professional lives -- in which they have freedom to garner and gain whatever they need to be successful and feel empowered.

#### *Our Purpose*

AIWA ignites the power within Armenian women to have a positive impact on the world.

We build and create networks that enable Armenian women to:

- Connect with other individuals and initiatives
- Engage in their community and beyond
- Develop partnerships with individuals and organizations
- Increase awareness of rights and opportunities
- Be inspired through dialogue and knowledge sharing
- Gain access to opportunities and support systems
- Build capacity and training in skills across disciplines

#### *The Disruption*

AIWA is seeking to create an interactive “space” that has never existed globally for Armenian women. By allowing a virtual platform to lead both our online and in-person engagements, we will be reversing the more traditional model that stems from organizational, church or political affiliation, and instead provide a connection tool that accesses the individual power within each woman - that which crosses geographical boundaries, professions, interests, and backgrounds. By enabling women to have greater awareness, greater access, greater collaboration, and more

substantive relationships, AIWA believes it can provide a stage upon which the brilliance and “fire” of female leadership is the voice, not the response.

### *Key Words and Values*

- Independent
- Powerful
- Passionate
- Collaborative
- Committed
- Diverse
- Trustworthy
- Authentic

### Eligibility

1. Only women or girls, or someone who defines herself as a woman may submit their design.
2. The contest is only open to individuals; no team or group submissions will be accepted.
3. The contest is open to amateurs, students and professionals.

### How to Enter

1. Initial entries must be submitted using the Google Form provided. All entries must be uploaded and cannot be more than 6MB. See Guidelines below.
2. No more than 3 entries can be submitted from each individual.
3. Entries must conform to the Submission Guidelines set out below. Entries which fail to do so will be rejected.
4. The deadline for Entries is midnight on June 11, 2019, Eastern Standard Time.
5. There is no fee to enter the Contest.

### Submission Guidelines and Design Criteria

The logo will be used both online and in print to support brand identity on our website, in newsletters, at conferences, and any material that AIWA creates to unite Armenian women worldwide.

Submissions must follow the following design guidelines:

- Logo can use typography, imagery, or a mixture of both.
- If using typography, logo must be legible at 24px in height. Applications might range from  $\frac{1}{2}$  inch to 2 feet in height/width.
- The logo must be designed to be effective in both black and white, and color. The maximum number of colors is 3. Black is considered to be a color.
- Logo should be designed in Adobe Illustrator or Adobe InDesign. Please do not use Photoshop. Save and submit as both .Ai (Adobe Illustrator) and PDF files.
- The submission should include two 8-1/2" by 11" pages. Page one should show the

image in a 3" by 3" format and include a 100-word description of the design concept below. Page two should show two illustrations of applications (e.g., how the logo would appear on a newsletter, t-shirt, or a banner).

- The logo may contain the acronym AIWA and/or the words Armenian International Women's Association, but no other words.
- The logo must not contain any other words than described above.

## Prizes

Subject to completion of the judging procedure and legal requirements outlined in these rules, the winning design will be announced at the end of June 2019. The winner will be informed prior to public announcement.

The winning designer will receive a \$500 cash reward. She will be able to identify herself as the logo designer.

## Judging and Selection Criteria

1. All submissions will be reviewed by judges appointed for the purpose and by AIWA. Judges will designate the top 3 designs to be considered for the final selection.
2. The AIWA Board of Directors will then vote from the final selections to determine the winning logo for the organization.
3. AIWA reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
4. AIWA reserves the right to disqualify any submission at its sole discretion. No correspondence shall be entered into.
5. The winner will be required to sign a contract assigning all ownership of the logo to AIWA.
6. Accepting the prize constitutes permission for AIWA to make public and otherwise use winner's name, and country of residence for publicity purposes.
7. No timetable is set for the announcement of a winner due to the need to confirm that the winning entry can be registered as a Service Mark.

Judges will be using the following criteria when making their selections:

Relevance – Does the entry align with mission and goals of AIWA as outlined in the creative brief?

Ingenuity – Does the composition exhibit originality?

Aesthetic Quality – Does the logo command attention? Do all the elements work together to be appealing and memorable?

## Intellectual Property

1. Entrants warrant that their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of AIWA and may be used for any AIWA purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
3. AIWA shall have the sole right to register the logo as a service mark.
4. AIWA shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
5. AIWA reserves the right to choose not to use the winning entry as described in these contest guidelines.
6. AIWA reserves the right to use any other entry for promotional or business purposes in the future.