

## Arden University 10<sup>th</sup> Anniversary Logo Competition – Design Brief

As part of our ten-year anniversary celebrations, we are excited to announce a competition open to BA Graphic Design students, MA Visual Communication Design (Management) students and MA Design Management students. This competition aims to showcase the diverse talents and creativity within our university community, reflecting on our achievements over the past decade and looking forward to the future.

We are looking for concepts and ideas for a new logo that will be central to our 10<sup>th</sup> anniversary celebrations.

Your concepts should capture Arden University's ongoing success, build on the existing brand (please see [here](#) for brand guidelines) but breathe in new life for our 10<sup>th</sup> anniversary.

Each Entry must:

- Include a mood board;
- Include two or more concept logos in horizontal and vertical formats;
- Include example marketing material to show how your ideas would come to life; and
- Must not exceed 20 MB.

Each student can make up to three separate Entries.

Please see full terms and conditions for more details, including the winning and Runner-Up Prizes at: <https://arden.ac.uk/terms-and-conditions>

Opening date: 9:00am (UK Time) Thursday 1<sup>st</sup> August 2024.

Closing date: 5:00pm (UK Time) Friday 27<sup>th</sup> September 2024.