

# VAESA Logo Design Competition

**Deadline: Tuesday 4 May 2021**

**Visual Arts Educators South Australia invites students (secondary and tertiary) to take part in our Logo Design Competition.**

Visual Arts Educators South Australia (VAESA) is the professional association of Visual Arts and Design educators in South Australia, who are committed to the growth and development of the visual arts through networking and teachers support, scholarly exploration and promotion of best practice in art education in R – 12, tertiary sectors and educational cultural institutions. We are in need of a new logo to advertise VAESA to a larger audience and build greater brand recognition. We will use the VAESA logo to promote VAESA events, the organisation and all our major events such as the Annual Winter Conference, exhibitions, workshops, seminars (Year 12 Art and Design Forum) and Eventbrite run programs. The final logo design will need to be created in a format that allows itself to be used in a variety of formats (Facebook and Instagram banners and Eventbrite for events, email banners, Posters and Marketing materials and on our Website).

## **Target Audience and Marketing Objectives:**

Teachers of Visual Arts and Design from pre service, early learning through to tertiary. Connecting better with our affiliates, to market to teachers in the country and who teach in both secondary and primary networks plus connect with sponsors and other organisations.

## **Design Constraints:**

- Design needs to be used interchangeably across formats and sizes
- Represents Visual Arts and Design education in South Australia
- The VAESA text is clear and easy to read at a distance, as it may appear on signage, posters or some other place where the logo is seen at a distance.
- Have a visual/memorable element
- Works on multiple platforms (social media, website, print media, signage)
- Theme needs to communicate art and design, contemporary and traditional arts styles
- Needs to include the colour purple or an interpretation of

## **Aspects to Avoid:**

- Brand names or trademarks of any kind.
- Inappropriate images.
- Discrimination based on race, gender, religion, nationality, disability, sexual orientation or age.
- Religious, political or nationalist imagery.
- Traditional art clip art including paintbrushes, pallets, pencils, easels.

## **Contact Information and Due Date:**

Please submit all final entries to [hello.vaesa@gmail.com](mailto:hello.vaesa@gmail.com) by 5pm Tuesday 4th May 2021.

The logo for Visual Arts Educators South Australia (VAESA) features the letters 'VAESA' in a bold, white, sans-serif font. The 'V' and 'A' are connected, and the 'S' is a large, stylized letter that overlaps the 'A' and 'E'. The 'E' is also connected to the 'S'. The letters are set against a dark purple background.

VISUAL ARTS EDUCATORS  
SOUTH AUSTRALIA

## **Prizes:**

**First prize \$1000**

**3 finalists \$200 each**

**People's choice award \$150**

The winners logo will be used online and on printed materials.

Press release through Educators SA, social media and other appropriate platforms and a certificate of achievement

Winner invited to the Annual VAESA conference

People's choice award voted at the exhibition.

## **Eligibility/Judging Criteria:**

Designs will be judged on the aesthetic, artistic and visual value of the overall design, Contemporary design the design's creativity and originality, clarity of concept as well as it's versatility across platforms.

***All entrants must reside in South Australia. VAESA reserves the right to make final alterations to make the final design press ready.***

## **Submission Requirements:**

- Submissions must be original concept and execution.
- Work be created any size and any medium but must be submitted as a digital file (jpeg, psd or ai).
- Resolution must be a **minimum of no less than 300 dpi.**
- Separate artist statement (200 word maximum) explaining your design, creative process and/or the theme.
- Alternative versions of your logo incl.:  
Facebook Event Cover Photo Size (1200 x 628px)  
Instagram (1080 px wide by 566 px)

# Extra Information:

## Colour:

VAESA's current colour palette utilises the following colours. It is important that the colour purple is utilised in the final design, however, you don't have to stick to these exact combinations.



C=19 M=91 Y=38 K=8



C=85 M=98 Y=21 K=8



C=42 M=91 Y=38 K=15



C=100 M=98 Y=9 K=1



## Inspiration:

Below is a list of other State and National Art Education networks and organisations to use as a starting point when researching possible directions for your logo design.

### South Australia Art's Education Organisations:



DSA - Drama South Australia

<http://www.dramaaustralia.org.au/drama-south-australia.html>



ASME – Australian Society for Music Education

<http://www.asme.edu.au/>



MTASA - Music Teachers' Association of South Australia Inc

<https://mtasa.com.au/>



SAAME - South Australian Association for Media Education Inc

<http://saame.wikispaces.com/>

### Australian Visual Art Education Networks and Organisations:



TATA – Tasmanian Art Teachers Association

<https://tata.org.au/>



AEV – Art Education Victoria

<https://aev.vic.edu.au/>



VADEA – Visual Arts and Design Educators Association

<http://vadea.org.au/>



AENT - The Art Educators of the Northern Territory

<https://arteducators.nt.edu.au/>



artED – Art education association of Western Australia

<http://arted.org.au/>



QATA – Queensland Art Teachers Association

<http://qata.qld.edu.au/>

### National Visual Arts Organisations:



Art Education Australia

<https://www.arteducation.org.au/>



NAVA - National Association for the Visual Arts

<https://visualarts.net.au/>



NGA – National Gallery of Australia (hosts biannual Visual Arts Conference)

<https://nga.gov.au/>