## Faculty of Social Sciences Social Logo Design Competition Design Brief

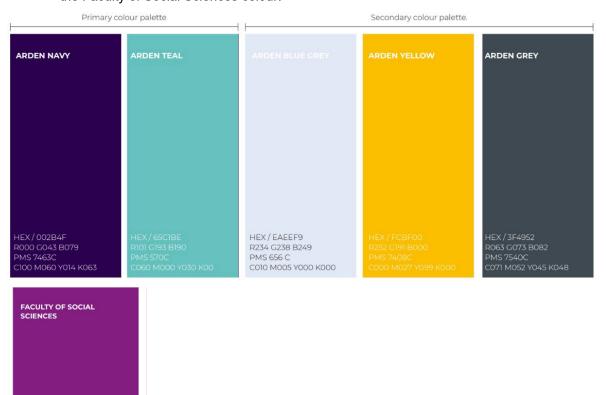
We are inviting all students within the Faculty of Social Sciences (FoSS) to submit a logo design for the FoSS Social – an exciting student-led project to create social societies for students within the Faculty of Social Societies.

If you are interested in entering this competition, please ensure that you read this design brief and the terms and conditions below.

The logo will be used to identify FoSS Social on any promotional materials (such as posters, presentations, newsletters, email banners and student booklets). The logo will be seen by students across the Faculty of Social Sciences and it should be an attractive and eye-catching logo that is clearly identifiable to students.

## **Design elements**

- 1. Any text should be in a clear font to ensure readability (e.g. Montserrat)
- 2. The design should include the name of the project "FoSS Social" in the logo
- 3. The logo should be submitted as a jpeg or png file
- 4. The logo should contain some original imagery or illustration
- 5. The logo must be designed using colour(s) from the Arden palette as set out below, including the Faculty of Social Sciences colour:



Any questions - please email the Staff Lead (Bethany Wainwright) - (bwainwright@arden.ac.uk)