

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:

Primary colour palette		Secondary colour palette.		
<div>ARDEN NAVY</div> <div>HEX / 002B4F R000 G043 B079 PMS 7463C C100 M060 Y014 K063</div>	<div>ARDEN TEAL</div> <div>HEX / 65C1BE R101 G193 B190 PMS 570C C060 M000 Y030 K00</div>	<div>ARDEN BLUE GREY</div> <div>HEX / EAEF9 R234 G238 B249 PMS 656 C C010 M005 Y000 K000</div>	<div>ARDEN YELLOW</div> <div>HEX / FCBF00 R252 G191 B000 PMS 7408C C000 M027 Y099 K000</div>	<div>ARDEN GREY</div> <div>HEX / 3F4952 R063 G073 B082 PMS 7540C C071 M052 Y045 K048</div>
<div>FACULTY OF SOCIAL SCIENCES</div> <div>HEX / 831D81 R131 G029 B129 PMS 2612C C060 M100 Y030 K00</div>				

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