



CIRC.LE: THE CIRCULAR & SOCIO-CIVIC LEARNING HUB LOGO DESIGN COMPETITION

BRIEF

We are committed to empower new generations of professionals working in a circular transition with a socio-civic compromise. To that end, we establish the Circular & Socio-civic Learning Hub project, CIRC.LE, a meeting point between students, professors, transdisciplinary experts, society in general and decision makers, working together with a circular and socio-civic commitment.

CIRC.LE is now soliciting contributions from the community of teachers and students to design an appropriate logo and brand style.

The proposal must suggest a "systemic vision, promoting creativity in search of the most appropriate technical solution from a circular economy approach" for said project, which embodies the spirit of the project's objectives and reflects the creative potential of future graduate engineers of the involved universities.

RECOMMENDATIONS FOR LOGO DESIGN

Compositional Recommendations

1. Less Colors & Fonts

To establish reliable logo design rules, statisticians and designers analyzed an astonishing number of logos. Their statistics revealed: The majority of logos use no more than three colors and fonts. The use of too many fonts in addition with a great number of nuances makes it difficult to accomplish the logos initial purpose... to be retainable.

2. Use Regular Fonts

The statistics revealed another interesting fact: numerous logos from large and popular companies use common fonts (such as Helvetica, Futura etc). Fonts matter. The choice of font(s) should make a claim not only on the design concept and identity but also empowering the scope of the project.

3. Simple Shapes Put You in a Good Shape

It is highly recommended to draw simple shapes in the process of creating logos. Have a look at the logos below, two of them respect this rule and one that doesn't.

4. Avoid Highlights, Gradients and Shadows

This conceptual rule is strictly linked with the next one, but this is about the composition of the logo. Anyway, consider the positive aspects of a logo that lacks highlights, gradients or shadows.



Structural Recommendations

5. A Good Logo Should Be Easily Rendered on all Types of Media

We are living a radical revolution in media: before the internet, the methods for promotion were simple and few, with the most obvious being print. Nowadays the possibilities are far greater, but this has also become troublesome from the designers point of view, logo designers in particular.

A logo should look great on a website that can be accessed from a high performing computer with a display of 22-24 inches, from a smartphone that has a few inches display or from a simple mobile with wi-fi access capabilities. The client will probably want the logo displayed on a business card or on a poster or even on a T-shirt. All of these types of media (with the exception of T-shirt design, it is not a media but requires some particularities in its design) need some specific treatment. Thus a logo that looks good on all of these is much more appreciated.

6. A Logo Should Always Look Good in Black & White

Its good practice to initially sketch on paper with a pencil your logo ideas, allowing for multiple revisions, and then proceeding to draw it with the help of graphic software – Photoshop or Illustrator – but only in black and white format. This rule helps to emphasize the idea or notion of a logo and not its composition ...we have no color shadow, only the concept.

Conceptual Recommendations

7. A Logo Should Respect the “KISS” (Keep It Simple Stupid)

The purpose of a logo is not to reveal as many chunks of information as possible, nor is to present the skills or the services offered by the client – it should only make the connections between a high quality product and you. To put it simpler, a logo is the small thing that makes people remember the big thing. So, to easily stand out and be remembered, having a simple composition is a must.

8. A Logo Should Be Memorable

Here, unfortunately, nobody can give any help or advice, it is impossible. To say that using TNR will make a logo memorable opposed to using Arial or that this color works better than color would be wrong. As was mentioned previously, the process of creating logos is an art and a science at the same time... In this article we have only covered the artistic part.

Maybe we can offer one small piece of advice: making a logo timeless will surely make it memorable for a long time.

ELIGIBILITY

It is open to professors and students of the CIRC.LE project program from 7 Universities. Each university may submit as many proposals as it wishes.



SUBMISSION

Please complete the Official Registration Form on the last page.

The submission must include at least 4 color schemes: Colored logo on white/transparent background (original) and different versions including for instance Colored logo on suggested colored background, Black and white logo on suggested colored background and Transparent/white logo on suggested colored background

Please also prepare a brief text (max 300 words) narrating the logo idea.

Submit the designed logo in .PNG and .PDF format. If selected as a winner, you MUST be able to provide a high-resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign).

Please submit the Registration Form and Logo to gi.sci@upm.es before July 1, 2022.

RULES & REGULATIONS

Upload final files

Make sure to include the original source files and a vector file that is:

- ✓ PDF file format
- ✓ 100% vector
- ✓ editable
- ✓ on a transparent background
- ✓ only a single logo
- ✓ in CMYK color



Be super helpful by also including a .png for web use in RGB color with a transparent background.

JURY'S DECISION

The representatives from each school will vote a minimum of two proposals. The final number of partner votes will be deciding by the Steering Committee of project, depending on the number of proposals received.

The one with the most votes wins.



The panel of Jurors reserves the right to select the winners of the competition.

The panel has also the right to decline to choose from any submitted proposal if deemed NOT UPTO THE STANDARD OF EXPECTATION.

By participating in the competition, participants confirm their acceptance:

- to the guidelines & regulations of the competition as specified above and the decision announced by the panel of Jury.
- to incorporate the suggestion from the panel of Jury to improve the proposal to qualify as possible winner/s.

The proposal of the 1st WINNER shall be accepted to be used as the official Logo of the project with necessary revision according to the suggestions from the panel of Jury.

The result will be announced on a suitable date after the jury session is over.



CIRC.LE Logo Design Contest: Registration Form

Name	
University and Country	
Faculty/ Department	
E-mail	
Phone number	
Logo Description	
List of annexes	
Required Signatures	
Date	

By entering the CIRC.LE Logo Design Contest, each entrant represents and warrants that they have read and agree to the Official Contest Rules. Each entrant further understands that if their logo design is selected as a winner, they will waive all claims, rights (including moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitation of the work, apart than the recognition to the winning work, which is solely the use of its proposal as the project's logo.

This form must accompany all contest submissions.