

# Randwick Art Society Inc

## COMPETITION!

### Design a new RAS LOGO!

#### Brief:

Stuck at home and not sure what to do with yourself ? Well, your RAS Committee has decided its time for a new Logo. Why not put your energy and time into designing a new Logo.

Here are some key points about what we currently use:

- We have a primary logo which was developed when RAS commenced. This is essentially a blue and white logo based on the letter 'R' which is shaped like a wave. The words Randwick Art Society Inc are placed around the outside;
- We have a second logo that is often used on marketing material and the Newsletter. It comprises the letters 'RAS' in white caps on a green or blue background. Sometimes it is used together with our primary logo.

Here are some key points about what we now need and how to go about it:

- We are after one logo that we can use in all circumstances;
- It should include/incorporate the words 'Randwick Art Society Inc'.
- It will work best for us if it is reasonably bold and graphically strong. That's because it will be used on our web page, flyers, Newsletters, banners etc and needs to be legible and identifiable in a range of sizes;
- It could be based on imagery that reflects what we do. But don't forget, our Society comprises members who paint, draw, take photos, sew, undertake craft etc so a logo that just depicts one of those activities wont best represent us;
- It could be based on a creative use of the letters 'RAS';
- It could seek to reflect our Randwick/coastal location (much like the current primary logo);
- Look around at all sorts of other logos you can see especially on the web. Look at which ones work well and which ones don't. Think about why;

This is the process we would like to follow:

- The Competition is only open to members;
- Each member can prepare and submit no more than 2 logos;
- Scans or photos of your logo designs should be sent to [randwickartsocietyinc@gmail.com](mailto:randwickartsocietyinc@gmail.com) by **Sunday 31 May 2020**. If email is difficult, you can send to P O Box 1062 Randwick 2031 but you should post earlier to allow time for slower postal delivery;
- The RAS Committee will prepare a short list of 3 potential logos. These will then be circulated so that all RAS members can vote on their preferred logo. The Committee reserves the right to reject any logo;
- The preferred logo will be utilised on all RAS material as soon as practicable after the completion of the process;
- The reward for the member who designs the preferred logo will be the satisfaction of seeing their design used in an ongoing manner by the Society.

**Enquires within.** Visit us at our Monday Art Studio

9.00am-1.00pm, Randwick Literary Institute

60 Clovelly Rd, Randwick (**Currently Closed**)

[randwickartsocietyinc@gmail.com](mailto:randwickartsocietyinc@gmail.com)

[randwickartsocietyinc.org.au](http://randwickartsocietyinc.org.au)

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