

The International Textiles and Apparel Association (ITAA) Annual Conference Logo 2025

Design Brief

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The goal of this project is to design a new logo that represents the objectives and values of our target users, who are higher education professors attending an annual conference. The logo will be used across various digital and print mediums, and it will play an essential role in establishing a powerful visual identity which reflects the academic and scholarly characteristics of our users as well as the location of the conference.

Target Audience

Our target audience is higher education professors from various institutions globally. These are intellectual individuals who highly value knowledge, research, innovative thinking, and student engagement. They appreciate simplicity, sophistication, and subtlety in design, and expect a professional yet modern approach.

Design Requirements

1. **Simplicity:** The logo needs to be simple to easily capture the essence of the theme, location and educational sector of the conference. It should have a clear and concise design that can represent organization.
 - a. Theme- "Gateway to a Brighter Future"
 - b. Location- St. Louis, MO
2. **Adaptability:** It should be versatile so that it can be easily incorporated into various mediums like digital platforms, print materials, banners, and promotional goods.
3. **Brand alignment:** The logo should be consistent with the current ITAA logo and reflect the location of the conference, and the values of academic research and higher learning.
4. **Palette:** The colors used should be classy and elegant.
5. **Typography:** Any text included in the logo should be easy to read at all sizes and from a distance. It should have a professional and modern appeal.
6. **Uniqueness:** Given the proliferation of educational logos in today's competitive academic landscape, the logo should differentiate from the typical educational symbols and icons.

Deliverables

The final design needs to be submitted in a vector format that can be resized without losing quality. The designer must also deliver black/white and color versions, and a version for use on different color backgrounds.

Timeline

As quality design plays a pivotal role in reinforcing the image of the conference and theme, we want to ensure sufficient time is allowed for research, ideation, design, and revisions. A tentative timeline for this project will be two to four weeks.

Conclusion

This new logo design should offer a visually appealing and intuitive exploration of our target audience's identity. In creating this design brief, we look for design experts who can align our vision with the final output and deliver a logo that rightly represents the theme, location and higher education professors.

Previous years logos and conference proceedings covers:



Logo



Cover Page



Logo



Cover Page



Logo

Cover Page