

# SAA Logo Design Brief

We are seeking a logo design for Screen Access Australia (SAA). The logo should be type-based and prominently feature our acronym, “SAA.” The design should be flat and monochrome and use a clean sans-serif typeface that reflects our focus on accessibility and modernity. The logo will be used across various platforms, including our website, email, and printed materials, so it should be versatile and easily recognisable. The logo should convey a sense of trust and authority.

## About SAA

Screen Access Australia is dedicated to promoting the accessibility of Australian screen content by advocating for the inclusion of captions for the deaf and hard of hearing, as well as audio descriptions for the blind and vision impaired. We work to raise awareness, provide education, and offer practical resources to ensure that screen content is accessible to all Australians.

## Design Requirements:

- **Type-Based Design:** The logo should be centred around the acronym “SAA” with the full name “Screen Access Australia” subtly incorporated or positioned nearby.
- **Flat and Monochrome:** The logo should have a flat design with a monochrome (single colour) palette, ensuring it is clear and impactful in all applications, including black and white.
- **Sans-Serif Typeface:** Use a sans-serif typeface that is modern, clean, and accessible. The typography should convey professionalism and inclusivity.
- **Prominent Acronym:** The acronym “SAA” should be the focal point of the logo, making it easily identifiable and memorable.
- **Square lockup:** Ideally, the icon and organisation name are displayable within a square canvas..
- **Accessibility:** The design should be simple, clear, and easy to read, reflecting our commitment to accessibility.

## Target Audience:

Our audience includes movie producers, filmmaker, policymakers, cinemas, film festivals, and end-users with accessibility needs. The logo should convey a sense of trust and authority.

## Style Preferences

- Modern and minimalist
- Clean and professional

- Accessible and easy to read

## Design Deliverables

- Icon only black
- Icon only white
- Icon + Text Lockup Black
- Icon + Text Lockup White

## References

### Key References



What I love about the Screen Australia logo is that the icon and the name are integrated into one simple square design which could easily be converted into mono colour. The 'brush stroke' is also in the vague shape of Australia, reinforcing its authority.

## Other References

