

# LOGO DESIGN CONTEST FOR COMMERCIAL WEBSITE

## About the website

I am the owner of the commercial website [Training Viewer](#). (I will refer to Training Viewer as TV below)

TV is a venture in growth phase, but as the current logo and design are very basic and do not reflect the vision, I am looking for a new logo and design. The scope of this contest is limited to the logo (the design will be the subject of a separate contest). Do not take any elements of the current design into account for the design of the logo (including the colours).

The goal of TV is to inspire people to develop themselves and ultimately get the most out of their lives, and this specifically through learning. TV aims to do so by proposing learning opportunities that might interest the user - today, the functionality is limited to the users searching for learning opportunities in the database of TV.

About the learning opportunities:

- are broadly defined = any event that is organised with a goal for people to learn or exchange knowledge. This can be live or non-live, face-to-face or remote, individual or in group, one time or recurrent. For example: trainings, workshops, elearnings, education programs, tutoring, seminars...
- As we see the development of a person in a very holistic way, we do not limit in the content, so it can be finance, IT, legal, transport as well as sports, art, wellness etc. (you can find an overview of the domains on the homepage). Although we make a distinction between professional and personal development, the goal is to inspire people in both aspects.
- they are added to TV by the training providers/organizers. TV is not a crawler that fetches content of the internet.

It is the goal of TV to identify the learning opportunities that best matches the users needs, not to create and give trainings ourselves!

For more information about the vision and mission, visit the [about us](#) page

## About the target audience

The target audience of the site:

- adults
- Mostly from a western culture
- in general highly qualifie /higher education
- both men and women

- ambitious and looking for self-realisation
- prepared to invest in themselves
- look for more in life than just the beaten track
- can both be very down-to-earth analytical profiles as dreamers

## Requirements for the logo

Note that I intentionally limited the number of very requirements as to leave as much room as possible for creativity. The most important thing is that it reflects the vision of the site.

The logo must consist of a symbol and the text "Training Viewer", not just the text.

Obviously the **usual requirements** for a logo apply, e.g.:

- suited for printing on paper
- still carries the point across if printed in black and white
- memorable and recognizable
- looks good from far and close by
- high quality (vector)
- ...

### Specific requirements:

- must reflect our vision, i.e. the commitment to help people in their search to self deployment, meaning, success and ultimately happiness.
- It must be inspiring (= inspire people to do something with their lives).
- **reflect a** strong identity, a strong visual concept, a positive and professional representation of a strong brand.
- ideally it should be symbolic, there must be a meaning (which doesn't mean that it has the reason must be obvious...). For example the current logo represents a chameleon, a symbol of everyone being able to show different colours.
- can be playful and put a smile on peoples face
- must be original and have a timeless quality
- must appeal to users looking for professional development as well as for users looking for personal development, so it should not be too corporate, nor too soft.
- our vision on human development is holistic, so the logo should be sufficiently general and not focus on a specific side of the development like analytically, emotionally, spiritually, artistically, physically (sports). So for example, no representations of a brain...
- As explained above, learning opportunities must be understood in the broad sense, so the logo must be sufficiently general for that as well, e.g. no symbols of formal education.
- An animated version of the logo to use in video's is not a must but can definitely be a plus. See the example of BNP Paribas below.
- You can experiment with integrating the following tag-line, but this is certainly not a must: "Discover and grow your true potential"

- No limits as to the choice of colours. Again: do not base yourself in any way on the current design of the site!
- No religious themes
- No reference to the international aspect

Some ideas to inspire you (certainly not a must!!!):

- a very colourful logo as a reflection of the inspiration and bringing colour people's life, obviously without going over the top...
- I personally like nature themes. Also a nice symbolism = the return to nature or your true self
- "Training" and "Viewer" CAN be written in a different font and/or color to highlight both words
- wings: we give you the wings to fly...

## Examples of what I like

3 general examples of logo's I like a lot for different reasons:

- FacOrg (<http://www.facorg.com/>): visually very strong and nice symbolism: it says exactly what they do. Very corporate.



- BNP Paribas: very inspiring logo with a clear meaning behind it, love the animation - not a big fan of the color though



BNP\_Corporate\_FR.  
wmtv

- The old logo of Atos Origin. Although there is no clear link to what the company does, it always puts a smile on my face. See: [https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcT4Ap-C\\_Qs45utTLMvE9EsBpzbO-2DFjO3v5u35ahSmwIB9r4maAQ](https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcT4Ap-C_Qs45utTLMvE9EsBpzbO-2DFjO3v5u35ahSmwIB9r4maAQ)
- <http://jobs.designcrowd.com/job.aspx?id=105503>, nice use of colours

## Delivery

**Please include** a horizontal and square version of the logo as well as black&white version

To be delivered in the usual file formats: source file with layers (e.g. psp), **vector AI/eps files with jpg, and png files**