

DESIGN BRIEF FOR CONFERENCE LOGO

The Institute of Professional Editors Limited (IPEd), Australia's national organisation representing professional editors, is holding its 8th national conference next year. The Conference theme is 'Advancing Our Profession' (i.e. writing and editing) and we are looking for logo designs that convey an impression of moving forward, progression, etc. Logo needs to have a clean 'look and feel' and be text only with no (or only very minimal) graphic elements.

Words to be used in the logo design – **Advancing Our Profession**

DATE DUE FOR LOGO DESIGN – 31st August 2016

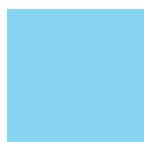
Organisation logos that serve as the reference point for creating the logo design:

IPEd.

To advance the
profession of editing

 **editors**
queensland
a branch of IPEd

POTENTIAL COLOUR PALETTE FOR LOGO



Light Blue

C 42 M 0 Y 3 K 0
R 156 G 215 B 242



Mid Blue

C 70 M 15 Y 0 K 0
R 54 G 169 B 225



Teal Blue

C 92 M 55 Y 35 K 23
R 12 G 85 B 114



Grey

C 0 M 0 Y 0 K 60
R 135 G 135 B 135



Black

C 0 M 0 Y 0 K 100
R 29 G 29 B 27



Maroon

C 0 M 100 Y 100 K 50
R 139 G 3 B 4

SOME PRELIMINARY LOGO DESIGN CONCEPTS

ADVANCING
Our Profession

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