

AERO CYBER SUMMIT

Creation and production of the logo and mini graphical charter / logo guide (English version)

Context:

CSSD (Conferences in Security and Defense - based in Canada and France) organizes the **AERO CYBER SUMMIT**, an international forum on aviation cyber safety and cyber security. This first edition of the professional conference will take place from **19 to 20 April 2018** in the format of Master Classes in Montreal at the headquarters ICAO / ICAO (International Civil Aviation Organization – A United Nations organization). The event is organized with the logistical support of **ICAO / ICAO, AERO MONTREAL** (strategic consultation forum bringing together all the leaders of the aerospace sector in Quebec) and other sponsors in the aviation and air transportation industry.

Targeted audience:

This Forum is reserved for high level international specialists and decision-makers. It is intended for aviation and air transport industry, system architects and integrators, cyber safety and cyber security providers, industry suppliers, airlines, private companies and regulatory authorities for activities related to the civil aviation and air transport, ATC operators and suppliers, airport infrastructure operators, vital critical infrastructure operators, international associations, universities and researchers all contributing to the production and operation of air transport.

Mission :

We are looking for an independent graphic designer, specialised in digital communication, to create and produce the logo of the event as well as a mini graphical charter / logo guide.

The logo needs to be finalised and delivered by November 1st at the latest.

Additional remuneration is provided for the realization of the mini graphic charter. The designer selected for the logo will have the opportunity, if he/she wishes to and according to his skills, to continue the mission by developing the rest of the elements for the digital communication of the event (web banners, signature banners, social media banners, roll-ups, photocall, video teaser...).

Brief for the creation and production of the logo :

- Square or rectangle with rounded corners, like an app bouton
- Dominate colour : bleu + 1 or 2 additional colors
- Symbole of a plane in d'avion en filigrane + élément illustrant le numérique / cyber
- Texte pour le logo :

AERO CYBER SUMMIT

Master Classes Montreal 2018

19-20 April 2018

ICAO Headquarters, Montreal

- The logo and the graphic signature should be inspired, in a more contemporary style, from the examples below, as well as the website and banners of the ICAO www.icao.int
- Use for the text a "generic" font, simple, usable on the web and available in all countries (North American and European continents)
- Provide two complementary colors of the logo to use in digital communication
- Provide the final version of the logo in vector version, printed and digital versions by November 1st at the latest.

Brief for the min graphical charter:

- Rules of use of the logo
- Typographical standards
- CMYK and RGB color code of the logo and complementary colors



Link :

https://www.google.co.uk/search?q=avion+digital&tbm=isch&tbs=rimg:CRjSwaeuf3eyligRBRPsZBEHCDUrxJbg8eu4JojGgFDBfUXjBewVcfm8rzQBECd7EqwSg3TdQmZ0hp3SAVzTxDAcwCoSCREFE-zMEQclEVusKCne4WwmKhIJNSvEluDx67gRcOqamLvBL2ggEgkmiMaAUMF9RRHz650TCft9UyoSCeMF7BVx-byvEU7YZ2kF46PbKhIJNAEQJ3sSrBIRC9Am25TLw2ggEgmDdN1CZnSGnRFmQ17wAKW6QyoSCdIBXNP EMBzAEWGC3Lmy0uZG&tbo=u&sa=X&ved=0ahUKEwj1_oXe-nWAhUCXRQKHRYrBxsQ9C8IHw&biw=1590&bih=742&dpr=1#imgsrc=g3TdQmZ0hp2_3M: