Job Type: Logo design

Task Outline: Create a logo design

Task Description:

We are a part of a global not-for-profit membership association for the project management profession. In achieving our goals for congregating management professionals and promoting continuous learning, we will be holding our annual New Zealand Project Management Conference Event in September this year.

For the event this year, we will be adopting the same logo graphic of a multi-coloured globe (See image: last\_year\_logo.eps attached) from previous conferences to ensure consistency. Similar to the logo last year, we would like keep the blue banner at the top right hand corner and change the wording to “21st anniversary”. The colour of the banner should be changed to something other than blue, preferably a colour that stands out more in the logo.

Apart from that, we will be looking at a typography design for the slogan next to the globe, with the theme of this year, “Shaping the Future”. The typography design must exude the notions of ‘energy’, ‘better brighter future’ and ‘improvement and advancement’. It needs to be an exciting graphic component accompanying next to the globe logo.

Logo text: See description above.

Deadline: ?

Target market: Current and aspiring project managers and managers, management professionals

Requirements:

Artwork to be created based on the globe logo (See logo\_base.ai) and components are to be designed in vector format. Final deliverables should include the AI file of the artwork, along with both CMYK and RGB formats of image files of the artwork. A short narrative on your concept will be great for us to understand your design better.

Background:

The PMINZ (<http://pmi.org.nz/pmi/>) is hosting the 2015 Project Management Conference at Te Papa, the Museum of New Zealand ([http://www.tepapa.govt.nz](http://www.tepapa.govt.nz/)) in Wellington, the capital city of New Zealand - its logo is Absolutely Positively Wellington (<http://www.wellingtonnz.com/discover> ).