

RPS Logo Design Brief

Context

The Rangiora Photographic Society has been in existence for over 70 years and has become a pre-eminent body in the National photographic arena. There are currently well over one hundred members with an active programme of varied activities, focussed on learning the craft of taking great photos. It is one of the largest clubs in New Zealand.

The decision has been made to run a competition within the club membership for a new logo design. The winner will get a chocolate fish and years of acclaim for their creation!

Concept

The RPS committee has recognised the need to update the branding of the Society, this has not been updated in recent years. Rebranding includes the necessity for a LOGO that takes the club forward into the next 10 years.

Specifications

The new LOGO needs to:

- use the full name of the Society
- be relevant - reflecting the nature and character of the club
- be simple - simple logos are the ones people can recognize as soon as they see them
- be scalable - it should be simple enough to be able to be scaled down or up and still look good
- be versatile - able to be applied to both digital and print media - therefore careful consideration of the colours used is required
- be impactful/memorable - you want to capture your viewer's attentions and leave an impression (a positive impression, hopefully)

Design concepts should be submitted to
Dave Woodcock dave.w@oxford.school.nz
by **31st April 2019**