

Creative Brief – New AWA Logo

Board Year 2012 – 2013



1. BASIC INFO:

The AWA (until this month – the 'American Women's Auxiliary to the Royal Children's Hospital') has been 'making a difference in the lives of others' for 83 years.

We fundraise and volunteer at Melbourne's Royal Children's Hospital – but we also provide support and friendship to our membership via celebrating cultural (US) holidays like Halloween and Thanksgiving – as well as general activity groups to help our members connect with other Americans and 'friends of America'.

Last month, our organisation voted to change our (somewhat outdated name) to now be: American Women's Association

We believe the name change better represents our dynamic organisation – and in turn, we're looking for a new, fresh and dynamic logo that will better represent us.

Brand Vision:

'The premier organisation for Victorian-based American women to get involved, make connections and give back to the community'

Brand Mission:

The AWA makes a difference in the lives of others.

We do this by providing an active and supportive community & social network for American women based in Victoria. As an auxiliary to the RCH, we assist the hospital through fundraising and volunteering.

| Personality | Values | Rational Benefits | Emotional Benefits |
|---|--|--|--|
| Patriotic Professional Engaging Caring Knowledgeable Effective Committed Supportive Welcoming Dynamic Fun | Service Effectiveness Commitment Knowledge Enjoyment Care Integrity Community Heritage Sustainability Relationships Communication | <ul style="list-style-type: none">History (80+ years)Philanthropic give back to communityCultural celebrationsKnowledge sharingWelcome wagonMonthly Social networking oppsQuality events | <ul style="list-style-type: none">SupportedResourceBragging rightsFeel good factor (giving back)Home away from homeEngage in communityConnections to AmericaNostalgia |

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2. PROJECT OBJECTIVES:

Objective is to create a logo that resonates our mission (positioning statement), that ties the US/Australia connection, and that looks good whether it is on a t-shirt, a website, a word doc, etc. We would like to retain some elements of our old logo (for continuity)

Our present logo has two formats – The problem with this is that we never know when to use which. Moving forward, we would prefer to have one logo that will work with all collateral, website, communication, etc.



3. LOGO REQUIREMENTS:

- Logo must have our name

Optional:

- re-use the star concept (don't necessarily have to retain Compassion, Commitment, Camraderie, Collaboration, Connections).
- It should probably use the same colours (PMS: 201C, Blue - 288C)
- Could use the same font (Myriad Pro)

4. DISTRIBUTION:

Keep in mind that this will be used on the website, business cards, Letterhead, and all event material – and thus it needs to be legible no matter the size. That is one of the problems with the current logo – being able to read Compassion, Commitment, etc etc.

5. FINAL OUTPUT:

.Ai or .EPS files, .jpg, .png

6. CREATIVE CONSIDERATIONS:

Deadline July 12

To learn more about the AWA to help you create your design – please visit us at www.awamelbourne.org

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