

ACI LOGO CONTEST

logo design brief



ASSOCIATION *for*
CONSERVATION
INFORMATION, INC.

ANNOUNCING A DESIGN OPPORTUNITY

We are commissioning a logo that tells the ACI story and is modern, attractive, and versatile for all applications. The current logo appears above for reference. The designer of the winning entry will be invited to attend a future ACI conference with all expenses paid and a plaque commemorating the winning design. To be eligible, designers must be employed in an ACI member conservation organization or an organization eligible to become a member by December 1, 2024. Not sure if you're a member? Verify your organization's membership status prior to entering the contest at <https://www.aci-net.org/about-aci/our-members/>. Contact Judy Stokes Weber at jsweber@wcvt.com or Aaron Meier at ameier@ndow.org with membership questions. Learn more about [membership](#) in ACI.

Use your design sense to create a new logo or reimagine the current one in a way that better represents who we are. We want a modernized logo that will stand the test of time. Adopting a new logo and color palette is the first step in a redesign of our website to better represent and serve our members.

OTHER LOGO CONSIDERATIONS

- Contemporary and appealing
- Simple, dynamic, and closely aligned with our mission
- Suitable for use on clothing and objects
- Represents our focus on natural resources and wildlife communication
- Color palette that will stand the test of time (avoid neon)
- A logo that is fresh, clean, modern, and clear
- Showcase flora and fauna and a sense of communication
- Avoid overly detailed depictions of wildlife and plants
- Scalable and versatile

OUR NAME

Association for Conservation Information, Inc.

OUR TAGLINE

Where outdoor communicators connect.

OUR BUSINESS

We are organized exclusively for educational and scientific purposes.

Our purpose includes:

- Supporting conservation communication excellence in state, federal and nongovernmental organizations.
- Promoting and facilitating of free exchange of ideas, materials, techniques, experiences, research, and educational procedures regarding conservation of natural resources and wildlife, and to establish means and media furthering such exchange.
- Promoting of public understanding and acceptance of basic conservation principles.
- Providing a medium for continuing education and training.
- Welcoming members into a collaborative network of conservation communication practitioners and hosting an annual conference and an annual awards program.

PRIMARY TARGET AUDIENCE

Communication professionals who work in state, federal, or nongovernmental organizations involved in educating, engaging, involving, and encouraging connections between their organizations' conservation missions and people interested in natural resources and wildlife.

ACI IN A PHRASE

Where outdoor communicators connect

Sharing innovation and best practices

Marketing the outdoors

Welcoming and inclusive professionals

Leadership opportunities

Words we live by – communication, collaboration, conservation, informative, networking, fun, and friendly.

SUBMIT YOUR ENTRY ONLINE

Please submit your entry to the ACI Awards platform at this link.

<https://aci.awardsplatform.com/>

Entrants will need to create an account, if not already registered in the ACI Awards platform. Otherwise, you may use your current login credentials.

An agency designer may submit up to two entries. Here is what you will include in each entry.

Submit individual pdfs of:

1. Logo and Icon.
2. Logo with the wordmark.
3. Logo, Wordmark, and Tagline together.
4. A primary and secondary color palette of up to 6 complementary colors. Please provide Hex numbers and/or Pantone identifiers.
5. Vision statement. "Sell" your design by explaining how the design aligns with the ACI brand identity and target audience outlined in the logo design brief. Discuss the color palette, typography, imagery, and design choices, highlighting how they create a visually engaging and memorable design.

DUE DATE

Submitted to the ACI awards platform on or before December 12, 2024. Entrants will be notified following judging.

DISCLAIMER

By entering this contest and submitting a design you hereby agree to relinquish all rights to your submission should it be selected. Upon notification that you have won, you will be asked to submit the vector files for your submission, in exchange for the conference trip and commemorative plaque.

Note: The winner's trip will include conference registration, airfare, airport transfer by taxi/Uber, hotel, and meals. It will not include car rental or first-class tickets.

QUESTIONS?

Please call or email:

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