

GUTS Logo Specification

The Current Logo

The issue with the current logo is that it doesn't really mean anything. We often plaster 'GUTS' on all of our media, but to someone not familiar with the society - like a potential sponsor - it doesn't mean anything to them. It's ambiguous and fails to detail the identity of the society.



For example, in the above image the GUTS logo does a good job to stand out thanks to being big and bold, but it doesn't give much information to the viewer, and 'GUTS' could mean many things to someone who is not familiar with the society. Unlike The HackCambridge Foundation logo which gives us a much better idea of what the society might be. Some of our favourite logos here are HackCambridge, Hackathons New Zealand and hackhub.

To you, we're obviously GUTS, but to somebody searching for "GUTS", they'll never find us.



Even the expanded GUTS header fails to say much more about the society - other than we're obviously involved with computing. We think that it doesn't do the society justice.

The Next Logo

In discussions, we've decided what would be best for the society is a responsive logo. A large fully detailed logomark with logotype that can be plastered onto a partners website or the back of a t-shirt (just like HackCambridge) all the way down to a small and simple logomark to be used in Discord server icons or a Facebook page picture.



Similar to the Heineken or Kodak show here, we need a full sized logo that exactly explains “Glasgow University Tech Society” as well as a recognisable icon. We need a logo which can be scaled to be both small and large. Big for a Facebook header, small for a Discord logo - but for them both to be connected just like Kodak.



As discussed, it's important that people recognise us as the Glasgow University Tech Society, not anything else that could mean GUTS.

We need there to be no ambiguity in our biggest scale logo (logotype and logomark). Just like the following examples:



shutterstock.com • 335917598

Something else that may be interesting to see is to include imagery from the university itself. Nothing says 'University of Glasgow' quite like the iconic tower of the Gilbert Scott Building. An example of this could be HMGCC which includes a local tower in their logo.



Specification

A logo which is:

- Professional and official but still maintains some personality.
- Clean, simple and very recognisable.
- Clearly indicates who the society is.
- Responsive

Submission Guidelines

We ask that you submit your attempt through a shared cloud storage folder in a high quality accessible file type (e.g .png) in the same form as the responsive logos shown in the specification (biggest to smallest vertically). Please include any accompanying source files (e.g. .ai, .psd). You may include as many versions of your submission in the folder as you wish.

Submission deadline: September 2nd 2020

The Reward

Winner

An Amazon voucher of £20.00 will be provided as a reward to the board's favourite submission as well as a congratulatory post on our Facebook page which may contain a shout out to your art pages (e.g. Instagram, Fiverr) at the board's discretion.

Honourable Mentions

A congratulatory post on our Facebook page which may contain a shout out to your art pages (e.g. Instagram, Fiverr) at the board's discretion to any exceptional designs which did not win.

We understand that this is less than a typical freelance graphic design rate, however we are foremost a student society voluntarily run by students free of charge. Nobody is directly compensated for the work they put into GUTS, nor have we ever charged a fee for membership. This competition was designed foremost as a way to give back to the talent we have in our community instead of outsourcing the design. Just think of all the free pizza you've eaten over the years.

The Small Print

The Society maintains the right to reproduce, replicate and use any logo submitted, although submitted logos are not guaranteed to be used by the Society.

