Graphic Design Dublin Logo Brief

WHO WE ARE
Graphic Design Dublin is a society for graphic and digital designers in Dublin. It was created two years ago with a view to providing a networking platform for Dublin based Designers.

The group runs monthly meetups where designers can have their CVs and portfolios reviewed, discuss current and personal projects, give and receive design therapy while relaxing with a drink. It is also a forum for organising get-togethers for local design events.

OUR AIMS AND GOALS
- Be a network for all levels of design skill from students to senior designers
- Be an environment for designers to help each other improve their design work and job prospects through CV and portfolio reviews.
- Foster a community mentality through the group
- Provide an outlet for designers to discuss issues in an sympathetic environment
- Encourage designers to find their own voice

WHAT WE DO & WHAT WE ARE
- Hold monthly meetings
- Attend design events, exhibitions, talks and seminars
- Provide support and advice about working in the profession
- Provide a forum for discussing design in general
- Supporting each other as designers
- A network for potential job opportunities
- An environment for designers to vent about situations in a therapeutically understanding environment

TARGET AUDIENCE
Our target audience is primarily Graphic Designers, although the group should look attractive to sponsors, potential employers, and collaborators.

OUR VALUES
GDD is a friendly, relaxed, non-judgemental environment for designers, with a fun outlook on work, events and our attitude to each other.

BRIEF
This brief is open to professional graphic designers and graphic design students. Design and create a logo to represent the Graphic Design Dublin group. The logo should look professional, with a very clean design, with an element of fun. The logo is to appeal to designers, rather than marketing departments or business owners.

Below are some design guidelines, some of these might not always apply.

DOs

- ☞ Pay attention to the small details
- ☞ The logo design should have a clear message
- ☞ Consider how the logo would work in greyscale and on a dark background.
- ☞ Consider how a brand identity could be developed around your logo
- ☞ Keep it simple. A clean, well-executed design will always look more professional
- ☞ Pay attention to typography. Limit the amount of fonts and pay attention to kerning
- ☞ Pay attention to negative space
- ☞ Use Adobe Illustrator and send vector artwork

DON'Ts

- ☞ Avoid using free typefaces
- ☞ Avoid clichés
- ☞ Avoid drop shadows and gradients
- ☞ Avoid trends and current fads
- ☞ Avoid the use of stock imagery or clip-art
- ☞ Do not plagiarise (someone will notice, check out www.logothief.com)

TECHNICAL REQUIREMENTS

- ☞ One finished logo should be submitted
- ☞ Logo must be submitted in vector format, as a PDF
- ☞ Please email files to daraclare@gmail.com on or before Thursday 29th of May
- ☞ Successful candidates will be invited to develop a brand identity within a team
- ☞ Initial use of the logo will be used on the Meetup.com platform as either:
  - » Logo size: 180px (width) x 130px (height)
  - » Banner size: 960 x 1500px