



**WE NEED YOU!**



## WHO WE ARE...

Young innovative leaders in our industry, trained to do our jobs well, showing the skill, good judgement and successful behaviour that is expected of us

## WHAT WE ARE...

### Young Professionals Forum

A faction within EXSA specifically targeting the young professional members of EXSA

## WHAT WE WANT....

Positive change within our industry

## HOW...

Introduce who we are & what we want to the world

## WHERE WE START...



A LOGO...



We are calling on all our young designers, marketers & creatives to design a winning logo for our new group



## THINGS TO REMEMBER....

We are part of EXSA

We are young, we are fun, we are ready,

We are innovative, we are perceptive, we are adaptive.

We want positive change in our industry.





## 4 KEY ELEMENTS WE WOULD LIKE TO SEE IN OUR LOGO

1

It must be Simply Unique

We would like a logo that is simple. Simple allows for adaptability. It must be recognizable amongst all others in the marketplace

2

It must have adaptability

Our logo must be able to translate well across various mediums and still evoke the same meaning. Whether it is a small print on a shirt or displayed on a large Billboard

3

It must be appropriate

Our logo must accurately reflect our group's culture & values. Essentially the essence of who we are & what we want. It must reflect the EXSA brand, while also finding it's own identity.

4

It must be timeless.

Our logo must work in today's marketplace as well as tomorrow's.



A good example .....

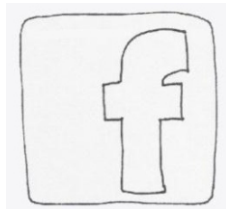


SIMPLY UNIQUE





COMPLETELY ADAPTABLE

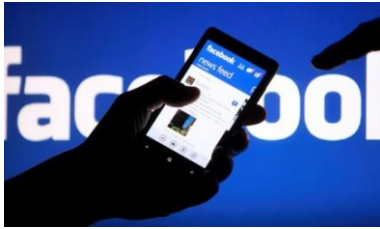


facebook



facebook





APROPRIATE TO ITS CULTURE & VALUE



**obsessed WITH facebook.**

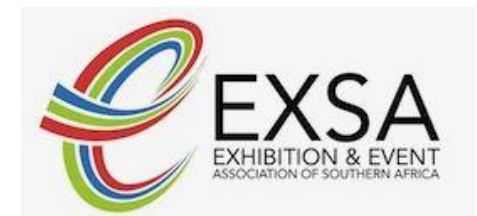
AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.  
**APROX. 1 IN EVERY 13 PEOPLE ON EARTH.**  
 HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

**48% OF 18 TO 34 YEAR OLDS**  
**CHECK FACEBOOK**  
 RIGHT WHEN THEY WAKE UP...

**ABOUT 28% CHECK THEIR FACEBOOK**  
**ON THEIR SMART PHONES**  
 BEFORE GETTING OUT OF BED.

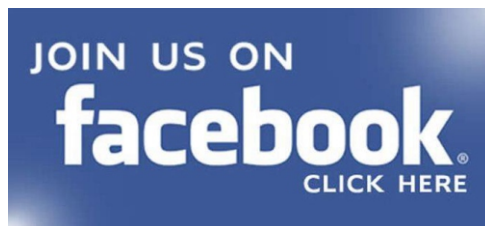
**THE WEB**  
 IS BEING  
**REBUILT**  
 AROUND  
**PEOPLE**

*facebook*





## TIMELESS



A LITTLE MORE HELP.....



# COLOR EMOTION GUIDE





The winner gets a ticket to the next EXSA AGM & Conference which will be held in Umhlanga

On 26<sup>th</sup> – 28<sup>th</sup> January 2014.

All Entries must be sent to: [natasha@exsa.co.za](mailto:natasha@exsa.co.za)

By 9<sup>th</sup> January 2014.

So get cracking on some awesome designs

We cant wait to see what you create !

Note. The prize does not include transportation or accommodation logistics.

