



Open Call for Logo Design Concepts

The Brief

Background

South East Open Studios is a not for profit organisation that exists to encourage public interest in the visual arts across the whole of the South East.

The aim is to enable all artists and makers in Kent, East Sussex and the Surrey borders, to engage with their communities and connect with art lovers, through one of the biggest and best open studios events in the UK.

Our vision is to enable artists and makers to forge connections and develop meaningful relationships that will establish them and their practice within their communities and the wider arts arena, strengthening the visual arts across the South East.

The Project

South East Open Studios are refreshing our identity.

2022 is the 25th anniversary for SEOS. To fully represent our widening membership – in time for this celebratory year – we are redesigning our logo; bringing it up to date, adding more impact and making it more relevant to the artists we represent.

In undertaking this project, it is important that we build on the past 24 years, taking our large and committed artist, maker and visitor base with us. A new SEOS identity must have recognition, and build on a defined purpose and set of core values:

It must be **accessible** ... instantly recognisable and clear about what it stands for, simply communicating our vision and core values to our diverse membership and committed followers

It must be **collaborative** ... relevant to and involving all key stakeholder groups (artists, visitors, press, advertisers, sponsors, business partners)

It must be **inclusive** ... artists must be able to relate to the new identity wherever they are in their professional development and whatever their discipline. There must be recognition from visitors, connecting the new identity with the event they've been attending year on year, whatever their age, background and location

It must be **enabling** ... effectively communicate and promote SEOS; on signage and promotional literature it must help raise awareness and attract visitors, online it must attract visits to the website all year round, through social media it must help engage and attract follows ... ultimately it must drive visitors to studios during the event

It must be **proactive** ... motivated by nothing more than a good idea and opportunity to improve and enhance the organisation and membership as a whole

It must be **professional** ... artists must be proud to use our branded materials, our identity must sit comfortably alongside well-known and established brands so that we can approach potential partners and sponsors with confidence

The Elements

Text

The new logo will ideally use the abbreviation 'SEOS' with the strap line 'artists & makers', but we are open to alternatives involving 'South East Open Studios' and including both art and crafts.

Colour

We intend to continue using our recognizable blue, red and yellow colour scheme, but ask that all concepts are submitted in black and white; tints of grey can be used to indicate use of colour.

Format

The concept must be a simple design that can be replicated digitally. Textures can be incorporated if they have been manipulated digitally as part of the design. Unfortunately we cannot use any 3D ideas.

Process

SEOS is putting out an Open Call to all our followers, to contribute concept ideas for a new logo. We are working to a tight deadline so there is just 3 weeks to get your concept entries in; the deadline is 2400 (midnight) on Wednesday 15th September 2021.

Go to our website www.seos-art.org/refresh for further information

Thank you so much for taking part. If your concept is selected to go through to design and development we will let you know that you have been successful.

Questions can be directed to: media@seos-art.org