

Visual Identity Systems

Description

Gold, Silver, and Bronze awards may be given to outstanding visual identity systems produced to maintain a consistent identity to an institution as a whole or for an individual college or entity, such as an alumni association, within the institution across all media.

Judging Criteria

Judges will specifically look for evidence of the following:

- * Clarity of stated objectives for the identity system;
- * Rationale for solution developed - if new, reason and need for change;
- * Effective presentation and design of information that reflects the character and personality of the institution;
- * Creativity;
- * Consistency of application;
- * Efficient and creative use of resources;
- * Understanding of target audience(s);
- * If not an overall institution-wide identity system; evidence of integration with the existing institutional identity;
- * Usability: effectiveness and clarity of any published guidelines; and
- * Overall effectiveness as related to stated goals.