

EAENA Logo and Tagline Guiding Tips

Design Guidance

Submissions should be informed by the Edmonton Epilepsy Association's mission, vision, values, and history. Entrants are encouraged to review these sections of the website and consider how their proposed logo and/or tagline reflects the organization's role in supporting, educating, and empowering people who live with epilepsy, while contributing to greater public awareness and reducing stigma.

As part of each submission, please include a brief description (approximately 250–300 words) explaining how your design reflects these elements. This should include your use of colour, symbolism, typography, and tone, as well as any text choices (e.g., wording, tagline, or use of the organization's name) and the reasoning behind them. Consider accessibility, clarity, and how the logo and/or tagline may be interpreted by a broad audience.

Practical Considerations

To ensure submissions are usable across a range of applications, please consider the following:

- The logo should be clear and recognizable in both colour and black-and-white formats
- The design should remain legible at small sizes (e.g., social media icons, mobile screens)
- Aim for clarity and simplicity so the logo is easy to recognize and understand at a glance
- Avoid overly intricate details that may not reproduce well in different formats
- The logo should be adaptable for use across digital and print materials
- Consider accessibility, including contrast and readability
- Consider a design that will remain relevant over time rather than following short-term trends
- The design should be distinct and not rely on copyrighted or trademarked elements
- Consider how text and visual elements work together, including whether the logo can function with or without the full organization name or tagline in different contexts

Considerations on Audience

Submissions should consider how the logo and/or tagline will be understood by a broad and diverse audience, including people with lived experience of epilepsy, their families, and the wider community. Designs should reflect the organization's commitment to respect, compassion, and empowerment, and support its role in raising awareness and providing education about epilepsy. This includes recognizing the diversity of experiences and identities within the community and ensuring the design is inclusive and accessible. Be mindful of how epilepsy is represented and avoid imagery or language that could reinforce stigma or misunderstanding. Submissions should also be original and avoid closely resembling existing logos or brands. Aim for clarity so the design is easily recognized and understood.