

# CALLING ALL DESIGNERS!

## IDENTITY DESIGN COMPETITION

CREW DC is holding a competition for the design of a **new logo & brand identity system.**

Submissions are due no later than 12pm on Friday, July 20, 2018 & require:



Logo Design



Color Palette  
Direction



Typography

Members or Non-Members can compete but submission must be made through a member. Winning submission will receive \$500.

### ABOUT CREW DC:

Our Vision - to influence and transform CRE through the advancement of women.

Our Mission - Be the premier organization for achieving success in CRE.

#### Goals

- Demonstrate business value
- Member inclusion and engagement
- Engage and inspire members to pursue upward mobility throughout their careers.

### SUBMISSION REQUIREMENTS:

#### Logo Design

- Must include "CREW Washington, DC" or "CREW DC"
- Vertical Lock-up
- Horizontal Lock-up
- Full-Color Version
- White Version
- Greyscale Version

#### Color Palette Direction

- Palette should include primary, secondary and supporting swatches. Please include a minimum of three color swatches in the palette.
- Keep red in some capacity, though tone may change, and it can be used as primary, secondary or even tertiary color in palette.

- This will be the brand color palette, not just the logo palette.

### Typography

- Primary Font with associated usage rules
- Secondary Font with associated usage rules

### DEADLINE:

- Not later than 12pm on Friday, July 20, 2018
- Please contact Katie Garrett at [kgarrett@req.co](mailto:kgarrett@req.co) with any questions.



CREW DC | 673 Potomac Station Drive | Suite 801 | Leesburg | VA | 20176