



AustMS

submit a logo design for austms

we need your help

The leading society representing the mathematics profession in Australia is about to undergo a rebrand – and we need your help!

Mathematics is an incredibly broad topic to cover and we are having difficulty refining exactly what symbols and design elements represent the AustMS's member base (i.e. you) and mathematics in general.

So we're asking for your help to come up with some ideas to use as a starting point to develop a new visual identity for AustMS.

You can submit a polished design with beautiful colours, or simply describe your idea with a quick sketch and some dot points – we don't mind. All we ask is something that embodies what the AustMS and mathematics represents for you.

The winner will have the opportunity to work with us here at Miscible to develop, refine and transform their idea into a brand rollout for the AustMS and its members.

This goes far beyond a new logo. We'll be rolling out the rebrand across all of AustMS's platforms including the website, presentation and document templates, reports, communications and social media.

From all of us here at Miscible, good luck! We can't wait to see what you create!

submissions

Please submit all designs/docs via email to molly@miscible.co and office@austms.org.au

timeline

1 month

All submissions are due by September 15



how we work

We combine the best thinkers, designers, and disruptors to translate complex ideas, and discoveries and innovations into compelling content that connects, inspires, and incites positive action.

Using data to guide our creative decisions means our work doesn't just look great, it works to create communication solutions that connect and convert! If you're working in tertiary education, research or at a tech-related SME, you're looking to get results and you're willing to do things a little differently, then we're the team for you!

bespoke

We don't do templates and we don't paint by numbers. We engage with you to better understand your situation so we can develop a creative solution. We think deeply about your customers' needs and the user experience and use our knowledge to bring a deep understanding to your unique situation and develop specific creative outcomes.

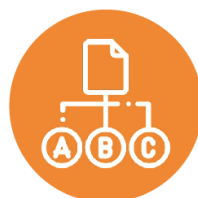
data-driven creativity

We conduct research and analyse data to gather data insights and engage with key stakeholders, interview staff and customers to gather the human stories that support our recommendations. We also distil the key findings into a guiding framework to underpin future work.

Our 4-phase process is flexible, scalable, and has achieved results across a range of industries including pharma-tech, med-tech, bio-tech, space-tech, fin-tech, ed-tech, advanced manufacturing and emerging technologies.



phase 1
discovery



phase 2
strategy



phase 3
design + development



phase 4
support + systems



the 5 rules of logo design

Yes, this is a creative exercise. But design is about more than just looking great – it's about crafting a visual solution!

In the case of logo designs, that solution needs to be both functional *and* memorable. We are creating a *visual identity* and so it is important to ensure any visual representation of AustMS reflects and embodies the values and ethos the society promotes.

Below we have included some tips to help you start out in the right direction.

1. not sure where to start?

It's perfectly fine to look elsewhere for inspiration. Think about companies or organisations whose brands you really like.

What is it about them that draws you in? Is it the colours? The style? Does it have a clever double meaning?

Write down things that stand out to you.

You can also look on sites such as [Pinterest](#) or [Behance](#).

2. reflecting austms in a unique and genuine way

It is perfectly ok to take inspiration from other brands but you'd be surprised how many organisations want something "just like" another entity.

We need something in the logo that is unique "AustMS".

Consider a single overriding trait you want people to remember about AustMS.

If it's collegiality, objects that connote connectivity – perhaps using a mathematical representation as an abstract symbol to convey this. Or maybe you simply want an object that represents "maths"



This could be a symbol, colour or something else entirely. Whatever it is, it should relate to your industry, your name, a defining characteristic of your company or a competitive advantage you offer.

Be clever, if you can, but not at the expense of being clear.

2. keep it simple, but not simplistic

Now you've thought of a defining "thing" that is unique to what AustMS means to you, it's time to find a simple, creative way to visualise it.

Simple logos are far more memorable than complex ones. Solid shapes, thicker lines and bolder letters show up better than their opposing counterparts. Good logos feature something unexpected or unique without being overdrawn – you can think of a logo as a visual punchline.

Look at the pros: McDonald's, Nike, Apple. Notice how their logos are simple yet compelling.

However, whilst your logo should be *simple*, it shouldn't be *simplistic*. We still want something with substance that embodies the ethos of the AustMS and the mathematical fields it represents.

3. embed function from the start

We may *love* your idea, but if you have not considered the function of your design, we may need to make some drastic changes to your submission to make it usable.

It should be aesthetically pleasing in both small and large sizes, in a variety of mediums. A good rule of thumb is the "business card/billboard rule": Your logo should look good on both and everything in between.

Simple logos like those depicted above reduce and enlarge much better than complicated ones so it is important to follow our "keep it simple" recommendations.

Additionally, the best logos also look good in black and white. This safeguards the brand even when printed in grayscale and assists with ensuring the brand is accessible to those with visual impairments.



4. aim for balance

The best way to explain a balanced design is that your logo should seem “peaceful”. You should not feel like you need to concentrate when you look at it – it should just make sense to your eye and your senses feel calm when you look at it.

To check for this, there are a few questions you can ask yourself:

- Does any one part of the logo overpower the rest?
- Do the colours work together?
- Is it easy to read?

testing your design

We recommend testing the longevity of your design using the fridge test. Place your design on your fridge for a few days.

How do you feel after literally “living” with your design? Are you sick of it? Or do you still feel that same enthusiasm you had when you first created it?

getting feedback

You can also try showing it to colleagues and friends to get their thoughts. A mix of people both inside and outside your industry is a breadth of audience.

But be sure to ask specific questions to those you ask about what it is they like or don’t like about your logo design.

- Do they like the shape?
- Do they like the colours?
- Are the fonts (if any) easy to read?
- How do they feel when they first look at it?
- How do they feel after staring at it for 60 seconds?
- Do they feel the logo makes sense?



have a question?

If you have any questions or queries about the process we are happy to answer them. You may contact us via the details below:

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