

EDEN Logo Design Brief

About EDEN

The European Distance and E-Learning Network exists to share knowledge and improve understanding amongst professionals **in distance and e-learning** and to promote policy and practice across the **whole of Europe and beyond**.

Established in 1991 as an **international educational association** and not-for-profit organisation, EDEN is open to institutions and individuals dealing with **e-learning**, and – more broadly speaking – **open and distance education**. Providing versatile expertise, the Association embraces all levels of formal and non-formal education and training. EDEN has been consistently instrumental in the promotion of **networking, international co-operation and professional development**. With more than 200 institutions and over 1200 individuals in its membership, EDEN assists a wide range of stakeholders to become involved in **professional information and networking activities**. EDEN has a global outreach and has a leading role in **research dissemination**.

The most frequently mentioned characteristics associated with EDEN in a 2015 survey were

- **Community (Network)**
- **Collaboration**
- **Innovation/professional development**
- **Knowledge, excellence**

Invited Design

It should resemble the community of EDEN, that is contemporary, professional, open-minded and inclusive. In respect of the association's history and legacy, the modified and adapted branding should incorporate a slight visual hint of the existing EDEN logo, but should evolve into a digitally intelligent eye-catching logo.

In other words there needs to be observable continuity between EDEN's current logo and the new design.

The design should talk to an international and multicultural learning-themed community.

We are looking for design solutions that are **fresh**. The winning design should use few colors and tones in an attractive way – communicating all the crucial information and impressions at a glance. **Simplicity** and contemporary typeface is welcome.

It is important that the logo has a cross-generational appeal and that there is a possibility to adjust it to a wide variety of media and contexts.

Identity: Contemporary with the meeting of "something old and something new", fresh, immediate, open, learning-themed, digital

Value: Innovative, intelligent, community, quality, professional, simplicity

Emotions: Inspired, inclusiveness, safety
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Attitude: Serious, interested, curious

Current and previous logos:



current logo



previous logo