Logo Design Brief
ISPIM – Connecting Innovation Professionals

Project summary
ISPIM is looking for an (incremental) modern update of the design of its current logo, which has been created in the 80's and looks outdated. Please see current logo below. This update may be change in font or colors and should get rid of the globe symbol. This symbol should preferably be replaced by another symbol that reflects the international innovation community. We are looking for a simple, recognizable logo for our organization, that can be adapted for conference we organize (see examples below)

Company Bio
ISPIM – the International Society for Professional Innovation Management – is an association of members from research, industry, consulting and the public sector, all sharing a passion for **innovation management** - how to successfully create new products, processes and services from ideas, to stimulate economic growth and well-being. Formed in Norway in 1983, ISPIM has **members in over 70 countries** and is the oldest, largest and most active innovation network in Europe, expanding rapidly in the Americas and Asia-Pacific.
www.ispim-innovation.org

Target audience
International crowd of **innovation professionals**, 25-65 years old, based in Europe, Americas, Asia-Oceania.

Color Preferences
We'd prefer the logo to be able to **look nice in one color only** (to print in one color). A version with more than one color can be created as well, we leave that possibility open for the designer, but simplicity and being easy to recognize/remember is key. Colors should reflect **professionalism**. By any means, the word **ISPIM should be in a single color, symbol could be multicolored.**

Look and Feel

The logo should feel **modern, simple and clean**. By preference, it should feature a **recognizable symbol which replaces the current globe**. This globe should be deleted. The new symbol should reflect the global community, the international aspect, but also innovation. We don't know which shape might reflect that. It is up to the designer to replace the globe at the current place or not replace it and have some symbol somewhere else in the design. If the designer is able to design a **unique** logo without a symbol, this may be ok as well. The logo should **not include the trademark** anymore.

Adaptability

For **every conference ISPIM organizes**, we create a **new logo** based on the general ISPIM logo (as shown below). It is required that is some way we can keep doing this. The logo design should allow us to change one part of the logo (for example the second I) which reflects the city where the conference takes place.

We're looking forward to seeing your design proposals!