



American Institute of
Aeronautics and Astronautics

Request for Submission

PNW AIAA Re-Branding

Overview

AIAA Mission - AIAA is dedicated to being the forum for innovation, technical excellence, and global leadership for aerospace professionals. Its mission is to advance the state of aerospace science, engineering, technology, operations, and policy to benefit global society

Specifically, at the Pacific Northwest AIAA – we are looking to leverage the regions unique historical relevance in aerospace while representing the new dynamic growth the region. As part of the Executive Board’s goal to re-engage the aerospace community, we are looking to rebrand ourselves to invigorate our passionate aerospace community members and enhance our outreach.

Project Goals

PNW AIAA is looking for submittals for the following items –

- New Logo
- New Tagline

Submissions should take into consideration the National AIAA organization mission and objective, while being tailored to reflect what the Pacific Northwest has to offer the aerospace community. There is a long history of aerospace in the region while new entrants in the marketplace have spurred significant growth. PNW AIAA is looking for help unifying this vision to continue inspiring the next generation of aerospace professionals.

Requirements –

- All design/phrases/taglines submissions must be original artwork and not based on any pre-existing design.
- All entries become the property and Pacific Northwest AIAA will retain ownership. No submissions will not be returned. PNW AIAA retains full print and digital rights to reproduce, edit, copy, modify designs for their needs as required.
- Logo entry must be accompanied by the Logo Design Entry Form.
- Entries may be submitted in jpg, .png, or .svg formats.
- Logo – should fit on a single 8.5” x 11” sheet of paper.
- Follow branding and design guidelines as stated in Brand Standards Manual (v7.10)



Brand Standard
Manual



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Schedule

- Publication of Request for Submission – March 1st
- Questions regarding RFP may be asked until March 18th
- **Responses due – April 12th**
- Judging, Selection and Announcement completed by May 3rd

Winners will be recognized at our Annual Awards Banquet on – June 5th

Contact –

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