ARLIS/NA at Altitude
Logo design contest

Tom Riedel, Regis University
ARLIS/NA at Altitude Local Arrangements Co-chair
The Contest

- Dr. Kathryn Lee’s Design Team class at the Art Institute of Colorado
- Students could work individually or in groups
- Winning designer offered a $100 gift card from the ARLIS/NA Mountain West chapter
The Pitch – what students were told

• About ARLIS/NA
• Shown logos from Houston & Los Angeles conferences
• Conference theme, dates
• Possible uses of logo (web site, program, brochures, conference bags, t-shirts)
• Cash prize!
Desired logo elements

- Should evoke Denver as a place
- Relevance to art libraries / librarians
- Possible elements – Denver Art Museum, Denver Public Library, mountains
- Conference theme: *ARLIS/NA at Altitude: A Mile High Convergence*
- Colors open - other conference design would be based on winning logo colors
The entries

• Tom Riedel invited back to class for student presentations
• Students presented individual designs
• Designs reviewed by group of Denver conference co-chairs, coordinators, ARLIS/NA President
• Here’s what the students presented:
ARLIS/NA at Altitude: A Mile-High Convergence 2008

Bethany Jackson
DENVER 2008

ARLIS/NA at Altitude: A Mile-High Convergence

Mary Steinke
ARLIS/NA
A mile high convergence

Brannon Sherry
Meaghen & Jillian
ARLIS/NA @ ALTITUDE A MILE HIGH CONVERGENCE 2008
Derek Stoering
Derek Stoering
And the winner...
Design Adjustments

• Students had noted how difficult it was to incorporate our lengthy conference theme into the design

• We decided
  – To abandon the conference subtitle
  – To incorporate “Denver 2008” in the logo

• Working with Tom and Dr. Lee, here is Brett’s final design:
Thanks to:

• Art Institute of Colorado
• AiC students
• Lynn Haner
• Glenn Pflum
• Dr. Kathryn Lee
• Brett Bolin