



NOMA

AT

50

**DESIGN
COMPETITION**

deadline August 17, 2020

50 YEARS ALREADY?

Design Objectives

2021 Marks the 50th anniversary of the existence of the National Organization of Minority Architects. The plans for celebrating this milestone call for equally impactful identity treatment. To that end the NOMA at 50 Taskforce has decided to call on its infinitely talented membership to lend their design expertise to the effort.

The logo will be used in all organization communications during the run-up to 2021 and beyond appearing in online, in print and on merchandise.

The best design submissions will consider: 50 years of existence, the twelve founders, the current thirty-one professional chapters, the current thirty-nine student chapters, countless iconic projects imagined and completed around the globe by NOMA members, countless communities impacted by NOMA's programs and influence, and the need to celebrate these things.

The design must accommodate standing on its own as well as being a specific element for the 49th International NOMA Conference and Expo identity. The designers may choose to address or include the NOMA square, NOMA diamond, or NOMA abbreviated as part of their creation.

All designs must demonstrate usage equally well in both full color and single color applications.

Grand Prize:

\$1,050 cash
full registration 2020
and 2021 conferences

Honoree:

\$250 cash
full registration 2020
and 2021 conferences

People's Choice:

\$150 cash
full registration
2020 conference

**SUBMISSIONS
DUE AUGUST 17TH**

Eligibility

This competition is open to all student and professional NOMA members whose dues have been full paid no later than 07/30/20.

Prizes

Prizes will be awarded at three levels: **Grand Prize:** \$1,050 cash, full registration to the 2020 and 2021 conferences. **Honoree:** \$250 cash, full registration to the 2020 and 2021 conferences. **People's Choice:** \$150 cash, full registration to the 2020 conference. Additionally, the local chapter with the most entries will receive recognition and gain extra points towards the "Chapter of the Year" consideration.

Judging

The designs will be reviewed on the basis of their ability to meet the objectives noted above.

By submitting an entry, participants agree to allow their entry(s) to be used in conjunction with news and information regarding the competition. Persons submitting a winning entry agree to transferring the complete copyright to the National Organization of Minority Architects. NOMA retains the right to modify, adjust the grand prize entry in any manner it deems necessary to best fit the needs of the organization.

Jury

Bryan Hudson, NOMA Past-President

William Stanley, NOMAC

Bryan Cook, NOMA Detroit

Pascale Sablan, NOMA Historian

Leslie Epps, NOMA Student Representative

William Bates, Founder, NOMA PGH

Gabrielle Bullock, NOMAC

Naomi Beasley-Porter, NOMA Detroit

Joel Avery, NOMA Chief Information Officer

Submission

Individuals may submit up to three (3) different entries.

Each entry must include the following:

- complete, editable, vector graphic file(s) with color and B&W versions of the logo. AI, CDR, vector PDF, SVG (zip CDR files and any files larger than 20mb)
- two images (JPG minimum of 2000 pixels on longest edge at 96ppi) showing
 - the **primary logo**
 - the **secondary logo** for the 50th anniversary with the tagline "NOMA Homecoming - A 50 Year Legacy"
- an image (JPG minimum of 2000 pixels on longest edge at 96ppi) showing the logo in various treatments and applications. You may submit up to 5 different JPG files
- a paragraph or two describing the work you've submitted
- all files must be received by midnight PST August 17th.

Primary / Secondary Logo Example

The primary logo will be used for many NOMA projects throughout year 2021 and the secondary logo will be used specifically for things that pertain to the 49th annual Conference in Detroit. The logos should be fully complimentary with strong elements tying the two together into an elegant and cohesive unit.

primary logo

MY GREAT
LOGO

secondary logo

NOMA Homecoming
MY GREAT
LOGO
A 50 Year Legacy

CLICK HERE TO SUBMIT

<https://NOMA.net/NOMA-at-50-design-competition/>

FAQ

What is the Entry Fee?

Free. Your membership in the world's greatest architecture organization (NOMA) covers your entry fee.

Can I enter more than once?

Yes, you may enter up to three different entries.

Will I get recognition for my design?

All entries will be displayed and the winning entries will get special recognition on NOMA.net.

Why must I supply a vector file?

Many of the potential uses for the logo require vector graphics for best reproduction. We want to be sure it looks the perfect in as many applications as possible.

Can Teams Enter the Competition?

Only one name can go on the entry and only one of each cash prize will be awarded directly to the named entrant. Additionally, all team participants *must* meet the membership requirements.

Existing elements

Below are the existing logos. Designers may choose to include them in their new schemes or not. As these are the official marks, a degree of reverence, respect and artfulness should be used in their inclusion.

Once you have successfully registered for the competition a file will be emailed to you with the vector version of these marks if you request them.



Fine Print

The NOMA at 50 Taskforce reserves the right to adjust the terms, cancel, extend or make any changes to the competition as they see fit.

The decisions of the judges and the Taskforce are final.

Participants agree to have their name and likeness used in conjunction with the competition.

Participants agree that their submission is solely created by them for the purposes of the competition and that no one else holds any rights to the designs they submit.

By submitting an entry, participants agree to allow their entry(s) to be used in conjunction with news and information regarding the competition. Persons submitting an entry agree to that the complete copyright for this artwork and any derivatives is fully transferred to the National Organization of Minority Architects. NOMA retains the right to modify, adjust entries in any manner it deems necessary to best fit the needs of the organization.