SSIRCA Logo Design Challenge

Overview

The Symposium for Student Innovation, Research, and Creative Activities (SSIRCA) aims to establish a unique and professional brand identity through a student-designed logo. The SSIRCA Logo Design Challenge will provide an opportunity for Texas A&M University- Corpus Christi (TAMU-CC) students to showcase their creativity, contribute to the SSIRCA legacy, and gain recognition for their artistic skills. The winning logo will be prominently featured on SSIRCA 2026 marketing materials.

For more details on SSIRCA, visit here.

Challenge Guidelines

- The challenge is open to all enrolled students at TAMU-CC.

- Students must submit an original logo design that reflects the spirit and purpose of SSIRCA.

- The design should be scalable and adaptable for various uses (digital and print).

- The logo must be submitted in high-resolution PNG and vector format (EPS or SVG preferred).

- Fonts should be outlined or expanded before exporting. Convert all text to outlines to prevent font defaults. If fonts are not expanded, include the font files used with the submission.

- Students are free to explore different colors and fonts. However, designs must not incorporate official TAMU-CC logos. If selected as the first-place winner, final logo approval will be coordinated by the Office of Student Research and Innovation and approved by Marketing and Communications.

- Participants must submit a short description (100-200 words) explaining their design concept and how it aligns with SSIRCA's mission and purpose.

- Each student may submit only one entry.

Submission Details

- Challenge begins: March 3, 2025

- Submission deadline: April 1, 2025

- Submissions must be made here.

- Entries must be summitted via MS Forms and include the student's name, student A#, Islander email address, major, classification (i.e., Freshman, Sophomore, Junior, Senior, Master's, Doctorate), and logo submission.

Judging Criteria

Entries will be evaluated based on the following criteria:

1. **Creativity (10 pts)** – How visually engaging the design is.

2. **Originality (10 pts)** – How unique the design is.

3. **Clarity (10 pts)** – How well the logo maintains readability and visual clarity.

4. **Relevance to SSIRCA (10 pts)** – How effectively the logo description aligns with the symposium's mission and purpose.

Prize:

- **1st Place:** $250