EDEN Logo Design Brief

About EDEN

The European Distance and E-Learning Network exists to share knowledge and improve understanding amongst professionals in distance and e-learning and to promote policy and practice across the whole of Europe and beyond.

With more than 200 institutional members and over 1200 members in the Network of Academics and Professionals (NAP), EDEN assists a wide range of institutions, networks and individuals to become involved in professional information and networking activities. EDEN has a global outreach and has a leading role in research dissemination.

Established in 1991 as an international educational association and not-for-profit organisation, EDEN is open to institutions and individuals dealing with e-learning, and – more broadly speaking – open and distance education.

Providing versatile expertise, the Association embraces all levels of formal and non-formal education and training. EDEN has been consistently instrumental in the promotion of networking, international co-operation and professional development

Invited Design

It should touch base with the community of EDEN: contemporary, professional, open-minded and inclusive are the keywords. The modified and adapted branding should touch base with the existing EDEN logo but should evolve into a digitally intelligent eye-catching logo.

There needs to be continuity between EDEN's current logo and the new design.

The design should talk to an international and **multicultural learning-themed community**.

We are looking for design solutions that are **fresh**. The winning design should use few colors and tones in an attractive way– communicating all the crucial information at a glance. **Simplicity** and contemporary typeface is welcome.
It is important that the logo have a cross-generational appeal and the possibility to adjust to different media and contexts.

Identity: contemporary with the meeting of „something old and something new", fresh, immediate, openness, learning-themed, digital
Value: Innovative, intelligent, community, quality, professional, simplicity
Emotions: inspired, inclusiveness, safety
Attitude: serious, interested, curious

Current and previous logos:

current logo   previous logo