USEC Design Challenge Guidelines

1. Club identity fit

The design should represent the UniSQ Springfield Engineering Club as an academic, social, and professional student community.

ALL of the below is to give extra detail on the design and is not a full requirement if your design does not fit it explicitly.

Area	**What it should show**
Academic	Learning, technical growth, engineering knowledge, university connection
Social	Belonging, accessibility, student community, friendliness
Professional	Maturity, credibility, polish, future industry connection
Engineering	Design, systems, infrastructure, technology, problem solving

2. Emblem Guidelines

Criteria	**Design**
Recognisable	It should be identifiable as USEC or the Engineering Club at a glance.
Meaningful	The symbols should connect to engineering, student community, Springfield, UniSQ, or club values.
Scalable	It should work on large posters and small icons/profile pictures.
Simplifiable	It should still work as a clean, simplified version if needed.
Versatile	It should work on shirts, documents, social media, banners, stickers, and email signatures.
Original	It should avoid directly copying existing logos, mascots, university branding, or copyrighted symbols.
Timeless	It should not look like a short-term trend that will feel outdated quickly.

3. Colour palette guidelines

Colour role	**Purpose**
Primary colour	Main club identity colour
Secondary colour	Strong supporting colour for contrast
Background colour	Used for documents, posters, slides, and clean layouts
Support colour	Softer colour for panels, secondary graphics, highlights
Accent colour	Small-use colour for emphasis, lines, icons, headings, or premium detail