

Design Brief

A modern, fun and friendly vibe was needed as the client embarked on a new direction in promoting their association. They needed a revamp to their current logo & other promotional items as they feel were not projecting the right image required.

One of their main concerns was the need of a logo that could be instantly recognized by their fellow countrymen in a foreign country and also by the local Australian people.

Thus combining familiar icons like the Merlion and the Singapore State flag will greatly help to achieve this objective.

Work also had to be done to the current T-shirt design as the clients deemed them out of fashion and wanted something that the younger generation could relate to.

Thus a fun and quirky design was used as the same time showcasing what the association is all about .

Old Logo



New Logo



Development

Logo



Old

New

T-shirt



Old



New

Sin-ga-pore [sing-guh-pawr, -pohr] -home

1. island off the S tip of the Malay Peninsula
2. **country** comprising this island & nearby islets: a former British colony
3. its capital, a seaport on the S coast: pop. 4,839,400

Stu-dent [stoo-dnt, styood-] -noun

1. a person who **studies?!**
2. a person formally engaged in learning, esp. one enrolled in a school or college; pupil: **a student at UNSW.**

As-so-cia-tion [uh-soh-see-ey-shuhn] -noun

1. an organization of people with a **common purpose** and having a formal structure.
2. **friendship**; companionship: *Our close association last a lifetime*
3. **connection** or combination.
4. the connection or relation of **ideas**, feelings, sensations, etc.; correlation of elements of perception, reasoning, or the like.