

Call for logo design submissions

Education Association of South Africa (EASA)

The Education Association of South Africa (EASA) is an inclusive network of academics, researchers, and practitioners who all prioritize education, particularly education in South Africa. By means of active exchange and critique of hypotheses, theories, and practices, EASA-members strive to promote excellence in education-related research and science. EASA hosts an annual conference (generally in January) and this event offers a platform for spirited debate about education, past and present, and how this might best inform future education and necessary social change. A recurring joy at EASA conferences are the multiple voices that participate, including those of students, teachers, principals, and seasoned and emerging researchers/academics and these multiple voices stimulate nuanced and relevant, but also provocative learning.

Invitation to design a new logo for EASA

The EXCO of the Education Association of South Africa (EASA) invites EASA members, designers, students, educators, and creative practitioners to submit proposals for a new official logo. EASA is undergoing a process of renewal. The new logo should reflect a contemporary South African identity while remaining appropriate for an academic and professional association in education.

The current EASA logo is:



The selected design will become the official logo of EASA. The organisation reserves the right to adapt the final design for institutional use. EASA reserves the right not to select a winner if submissions do not meet the required standard

Design brief

Submissions should:

- Communicate a clear, recognisable identity for EASA
- Represent South Africa in a thoughtful and appropriate way (this may include, but is not limited to, the use of national colours)
- Reflect the values of education, transformation, and inclusivity
- Reflect transformation, inclusivity, and academic integrity
- Be suitable for national and international academic contexts
- Function effectively across print and digital platforms
- Maintain a professional and academic tone
- Work in both colour and black-and-white versions

The design should reflect:

- Inclusivity and diversity
- Transformation and renewal
- Knowledge, learning, and scholarship
- South African identity in a respectful and considered way

Designs should avoid:

- Overly complex or decorative elements
- Clichéd or insensitive cultural representations
- Visual styles that will not reproduce clearly at small scale

Submissions must include:

- High-resolution logo (PNG or JPEG)
- A short-written rationale (150–300 words)

Evaluation criteria

Entries will be assessed based on their alignment with the brief, conceptual clarity and relevance, originality and technical quality.

Prize

The winning design will receive: **R1000**

Deadline

All submissions must be received by: 31 July 2026

Submission process

Please submit your submission to: <https://forms.gle/63mtCFzjmfqGDfkr7>

Outcome announcement: 31 August 2026