Call for Entries: NOMAarizona Brand Identity Competition

NOMAarizona invites members to participate in a competition to develop a new brand identity for the chapter. This Call for Entries outlines the design challenge, technical requirements, submission deliverables, and selection process. Students, emerging professionals, and professional members are encouraged to participate and contribute their creativity to the next chapter of NOMAarizona's visual identity.

1. Project Overview

NOMAarizona is seeking a new visual identity that reflects our mission: championing diversity, excellence, and mentorship in the built environment. This competition is open to NOMAarizona members, with a special invitation to students and emerging professionals looking to contribute to the chapter's legacy.

2. The Design Challenge

Create a single, cohesive logo that honors NOMA's national heritage while celebrating Arizona's unique architectural and cultural spirit. The winning design must function as a flexible system, with a single mark that transitions seamlessly between horizontal and vertical layouts without losing its identity.

3. Eligibility

The competition is open to current NOMAarizona members, including students, emerging professionals, and professional members.

- Individuals or teams may submit entries.
- All team members must be identified as part of the submission.
- At least one team member must be a current NOMAarizona member or student chapter member.
- Members of the competition selection committee and individuals directly involved in administering the competition are not eligible to submit an entry.

4. Technical Requirements

To ensure the identity is professional, functional, and versatile, the design must meet the following standards:

- **The "Flex" Rule:** One primary logo that adapts to both Horizontal (e.g., website headers) and Vertical/Stacked (e.g., social media icons) applications.
- **High Contrast Utility:** The logo must work in a strict black-and-white format (no gradients or shades of gray) for single-color printing and high-visibility applications.
- **Scalability:** The design must remain legible at approximately 0.5" in a cell phone format and clear on an event banner size.

5. Required Submission Deliverables

Designers must demonstrate the identity's versatility in a multi-page PDF. Each sheet must include: "NOMA 2026 Logo Submittal," the group/designer name, and a clear sheet-content title.

5.1. Concept Statement

Provide a brief explanation (maximum 250 words) of the architectural and cultural inspiration behind the design. Visual research may be included.

5.2 Submittal Design – Use the vector file provided (image shown below).

A. The Mark

- Horizontal and Vertical/Stacked versions of the logo.
- The strict black-and-white version of the mark.

B. **Brand Color System:** Show one-color (black/white) and multicolor applications. List CMYK, HEX, and RGB specifications for recommended colors.

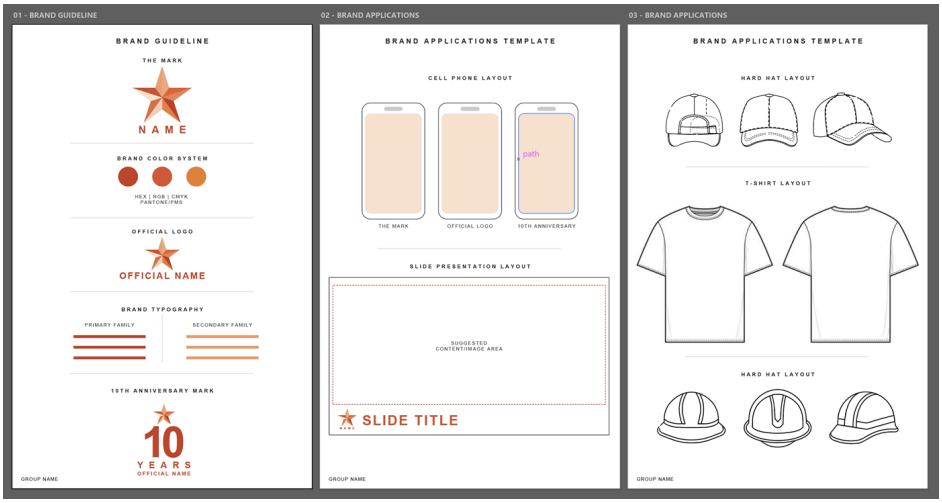
C. Brand Typography: Identify the font family used in the logo and/or recommended for promotional and communication materials.

D. Brand Applications (select at least 2)

- Professional: PowerPoint Presentation (Title and Content slides).
- Digital: Mobile/Cell Phone view (social media profile and app-style icon).
- Apparel & Gear: T-shirt, Embroidered Cap, and screen-printed tote bag.
- Field Gear: Hard hat sticker (approx. 2" diameter).

E. Brand Guidelines (Brief)

- Selected Typography (Primary and Secondary fonts).
- Color Palette specifications (HEX, RGB, CMYK, and Pantone/PMS).



6. **Submission Instructions**

Submit entries electronically as a single multi-page PDF.

- **Submission Deadline:** January 18, 2026 11:59 PM MST
- **Submission Method:** info@nomaarizona.org **Title:** 2027_NOMAarizonaBrand Identity Competition_application. Any email without the suggested title will not get to us.
- **File Naming:** [NOMAarizona_BrandCompetition_LastName_FirstName.pdf] or [NOMAarizona_BrandCompetition_TeamName]. Please be sure to follow the naming format. Any incorrectly named files will not be accepted.
- **Maximum File Size:** 25 MB
- **Maximum Page Count:** 10 pages total, including cover page.

Each submission should clearly identify the designer or design team and provide current contact information.

Late or incomplete submissions may not be considered.

7. **Evaluation & Selection Criteria**

Submissions will be evaluated based on the overall strength of the proposed identity and its ability to represent NOMAarizona across a variety of applications. Evaluation criteria will include:

- **System Integrity: Does the brand guideline provide a clear roadmap for consistent use?**
- **Versatility: Does the design hold its integrity from a tiny sticker to an oversized banner?**
- **Clarity: Is the identity instantly recognizable in both full color and black-and-white?**

8. **Selection Process**

A selection committee designated by NOMA will review entries. The committee will evaluate eligible submissions using the criteria outlined above and identify a preferred design for final consideration.

The selected designer may be asked to participate in a reasonable refinement process before NOMA formally adopts the identity.

NOMAarizona reserves final approval of the selected brand identity.

9. **Schedule**

The anticipated competition schedule is as follows:

- **Call for Entries Opens:** November 6, 2026
- **Questions Due:** November 13, 2026
- **Responses to Questions Issued:** November 20, 2026
- **Submission Deadline:** January 18, 2026 11:59 PM MST
- **Review and Selection:** February 6, 2026 Professionals select top 3.
- **NOMA Board and Committees Final Selection:** February 9, 2026 Select winner

- **Winner Notification:** February 13, 2026
- **Brand Reveal:** [Date/Event, if applicable]

NOMAarizona reserves the right to adjust the schedule as necessary. NOMAarizona will communicate any changes to participants.

10. Questions & Point of Contact

Submit questions regarding the competition, submission requirements, or technical criteria by the date identified in the Schedule.

Contact: Kai Ekbundit
Email: info@nomaarizona.org **Title:** 2027_NOMAarizonaBrand Identity Competition_application. Any email without the suggested title will not get to us.

NOMAarizona will share responses to questions that may affect all participants with registered participants or otherwise distribute them.

11. Final File Specifications

The selected designer must provide a complete final brand package suitable for professional use across print and digital applications. Final files should include:

- Editable vector source files (Adobe Illustrator/AI and/or EPS/SVG).
- Vector PDF files.
- High-resolution raster files (PNG and JPG), including versions with transparent backgrounds where appropriate.
- Horizontal and Vertical/Stacked logo configurations.
- Full color and strict black-and-white versions.
- Final typography and color specifications.

All final artwork should be organized and suitable for continued use by NOMAarizona.

12. Originality & Intellectual Property

All submitted designs must be original work created by the individual or team identified in the submission. Entries must not infringe upon the copyrights, trademarks, or other intellectual property rights of any third party.

Any fonts, imagery, graphic elements, or other third-party materials incorporated into the design must be appropriately licensed for their intended use and must permit continued use by NOMAarizona.

Upon final selection and acceptance, the selected designer or design team will assign full ownership of the selected brand identity and final design deliverables to NOMAarizona, including all rights necessary to use, reproduce, modify, adapt, publish, distribute, and implement the identity across chapter communications, merchandise, digital platforms, signage, and other applications.

NOMAarizona will have the right to register the selected identity as a trademark or otherwise protect the identity as appropriate.

The selected designer may identify themselves as the designer of the NOMAarizona brand identity and may display the completed work in their professional portfolio, subject to NOMAarizona's public release of the identity.

Designers retain ownership of non-selected submissions. NOMAarizona will not use a non-selected design as its brand identity without the designer's permission.

13. Award & Recognition

This volunteer-led initiative is intended to allow NOMAarizona members to contribute to the chapter's long-term identity. The selected designer will receive:

• **Design Honorarium:** A $300 award in recognition of the selected designer's contribution to the new NOMAarizona brand identity.
• **Professional Credit:** Official recognition as the Brand Identity Designer for NOMAarizona.
• **Exposure:** A featured "Designer Spotlight" on chapter platforms and formal recognition during the brand reveal.
• **Presentation Opportunity:** An invitation to participate in the formal brand reveal and briefly present the design concept and process to the membership.
• **Portfolio Impact:** The opportunity to feature the completed NOMAarizona brand identity as a high-visibility, real-world case study in the designer's professional portfolio.

14. General Terms

By submitting an entry, participants acknowledge and agree to the requirements outlined in this Call for Entries.

NOMAarizona reserves the right to request reasonable refinements to the selected design before final adoption.

NOMAarizona also reserves the right to modify the competition schedule or requirements, reject submissions that do not meet the stated requirements, or elect not to select a winning entry if the submissions do not adequately meet the goals of the competition.

We will promptly communicate any changes affecting the competition to participants.