

Logo Design Competition for the American Society of Primatologists

The American Society of Primatologists (ASP) is an educational and scientific organization that aims to understand, conserve, and inform about nonhuman primates.

We are looking to design a new logo for our society. Anyone may enter this competition, you do not need to be a member of ASP.

Please submit your designs to info@asp.org no later than October 31, 2026

ASP Mission: The American Society of Primatologists (ASP) is an educational and scientific organization that aims to understand, conserve, and inform about nonhuman primates that was founded 50 years ago. We value all primates, primatologists, and ethically sound and scientifically valid research with nonhuman primates; we promote, exchange, value, and support scientific research and education about non-human primates; we believe that animal welfare is a cornerstone of good science and supports policies that ensure the health and safety of primates in research; we support primate and habitat conservation; we share resources through multidisciplinary and interdisciplinary collaboration and cooperation; we provide and support training for practitioners, students, and primatologists in primate habitat countries; and we value our strong connection with our official journal, the *American Journal of Primatology*. You can learn more about ASP on our website asp.org

What We're Looking For:

- A clean, modern, and versatile logo
- A design that communicates our mission and values
- Something that works well across print, digital, social media, and merchandise
- A logo that is recognizable in both full-color and black-and-white versions

Design Goal: To create a memorable, professional, and engaging logo that represents ASP's mission and values. A logo that clearly indicates we are a community of professional primatologists. The logo should feel inspiring, trustworthy, and accessible to a broad audience. Our logo will be seen by ASP members and donors, but also community members, partners, and the broader public.

The logo should speak to our mission keywords:

- primates
- conservation
- welfare
- science
- community
- advocacy

The logo should reflect the ASP brand personality:

- curious
- welcoming
- inclusive

- passionate
- dedicated

Design Preferences:

- Use symbols or imagery related to primates, such that the logo clearly conveys our work with primates and is not a generic “ASP” that could be confused with other organizations with the same name acronym
- Typography should be clear and legible
- Color palette should feel warm, uplifting, but must be colorblind friendly
- The design should be timeless rather than trendy

Design Elements to Avoid:

- Overly complex designs
- Generic stock-style icons
- Too many colors or gradients
- Designs that feel corporate, cold, or overly playful
- Anything difficult to reproduce at small sizes

Deliverables:

- Primary logo icon
- Horizontal and vertical (stacked) logo versions with icon + full society name
- Full color version
- Black-and-white version
- Transparent PNG files
- Editable source files (AI, EPS, or SVG)
- Font name and color codes used

Example logo layouts:



Logo icon



Vertical logo



Horizontal logo

Note on the Use of AI, Ownership, and Fair Reuse

- All designs must be the original creation of the person submitting the design and cannot be AI generated. If AI tools are used for subsequent editing, a statement of disclosure must be provided by the applicant
- ASP will not provide any financial or in-kind compensation for the final design that is selected for use. You are submitting your design as a donation in support of the mission of ASP
- If your design is chosen as the final image, you must sign a CC BY 4.0 license to grant ASP fair use of the logo in all materials and to confirm that you have the right to share the use of the image
- The name of the designer of the selected logo will be acknowledged on the ASP website

Judging Criteria and Process:

Submissions will be evaluated on:

- Relevance to mission
- Originality
- Visual appeal
- Versatility
- Clarity and readability
- Emotional connection

The ASP Board and Executive Committee will generate a shortlist of finalists from the applications, and final voting from that shortlist will be open to all ASP members. The final determination will be made by the ASP Board of Directors.

The ASP Board of Directors

August 2026

info@asp.org