



RMIT 140 Years Brand Design Competition

2026/27

Make your mark on RMIT's history. Design the official RMIT 140 Years brandmark for 2027 and take home \$5,000!

The opportunity

In 2027, RMIT University will celebrate 140 years of innovation, creativity and real-world impact. This is an exciting opportunity to celebrate our rich history, recognise the people and communities that have shaped RMIT, and look ahead to the next chapter of our journey.

Throughout 2027, we'll deliver an integrated university-wide program of activities and events designed to engage our staff, students, alumni, industry partners and broader community.

RMIT is inviting current students to participate in a design competition, to design a bespoke "RMIT 140 Years" brandmark that will become the visual symbol of this significant milestone and used across the 140th program of activities.

The winning design entry will receive \$5,000 (AUD) in prize money (one winner/winning team only, no runner up).

At the heart of the brief is a simple insight: for 140 years, RMIT has adapted with the times, delivering practical, real-world education, research and creativity, and equipping learners to be ready for what's next. The anniversary brand mark should honour this legacy while expressing the University's future-focused spirit – celebrating our history and reflecting who we are today.

Competition key dates

Competition opens: Monday 24 August 2026 (9:00am AEST).

Competition closes with final submissions due by: Sunday 18 October 2026 (11:59pm AEDT).

Winner notified Monday 2 November, design embargoed until launch.

Eligibility criteria

This competition is open exclusively to current RMIT VE and HE students studying in Australia and Vietnam (excluding students of RMIT UP, RMIT Online and students studying with offshore partners).

Entries may be submitted individually or as a team. Team entries must comprise only



eligible current RMIT students.

For full eligibility criteria, please refer to the [Competition Terms and Conditions](#).

The Brief: RMIT 140 Years Brandmark

RMIT 140 Years Brandmark Design Guidelines

The commemorative brandmark should celebrate 140 years of RMIT's history while looking confidently towards the future. It should complement the RMIT brand and be suitable for use across digital, print, merchandise and environmental applications throughout the anniversary year.

Example of how the artwork would partner the brand logo below:



The best designs will:

- Celebrate RMIT's legacy while looking to the future.
- Feel unmistakably RMIT.
- Be bold, contemporary and confident.
- Work across every brand touchpoint.
- Stand the test of time as a symbol of this significant milestone.

Target audience

The design will be seen by people within and beyond RMIT. This includes current students, staff, academics, the general public, high school students, researchers and the media.

Brand Style Guide

Students can reference the [RMIT Brand Style Guide](#) for guidance on RMIT's colour palette, typography and brand application. This will help ensure your logo design is consistent with and complements the current RMIT brand.

Design principles

1. Celebrate 140 years

The design should acknowledge RMIT's 140-year milestone in a distinctive and memorable way, recognising the University's rich history, enduring impact and contribution to education, research and industry.

2. Future focused



While honouring the past, the design should express RMIT's ambition, innovation and optimism for the future.

3. One RMIT

The mark should work alongside the RMIT logo and reflect the University's identity as a single, global institution. It should complement, not replace or compete with the RMIT brand.

4. Simple and memorable

The strongest designs will be:

- Instantly recognisable
- Visually distinctive
- Easy to reproduce
- Effective at both large and small sizes
- Avoid unnecessary complexity or intricate detail that may be lost in reproduction.

5. Flexible across applications

The design can take any shape, however designers should consider a design that is adaptable and scalable to work across a broad range of touchpoints, including:

- Digital communications
- Social media
- Websites
- Print publications
- Merchandise
- Signage
- Event branding
- Video and motion graphics
- Environmental graphics
- It should be effective in both colour and single-colour applications.

Application examples:



6. Timeless

The mark should avoid short-term design trends and create a lasting visual expression worthy of a significant institutional milestone.

Mandatory requirements

Entries must:

- Be original work created solely by the entrant.
- Be designed specifically for the RMIT 140 Years celebration.
- Be suitable for use alongside the official RMIT logo.
- Include '140 Years' as a core element of the design.
- Be supplied in editable vector format if selected as the winning entry.
- Not incorporate third-party copyrighted material.
- Not use generative AI tools at any stage of concept development or design.
- Be created entirely by eligible entrants without assistance from external parties.

Judging tip for entrants

The judging panel will be looking for more than a visually appealing mark. The strongest submissions will demonstrate:

- A compelling concept grounded in the brief.
- A clear connection to RMIT's 140-year legacy and future ambition.
- Simplicity, distinctiveness and versatility.
- An understanding of how the brand mark will perform across a wide range of applications.
- Strong strategic thinking as well as design craft.

Deliverables

The design file must be in JPEG or PNG format and no larger 10MB.

The winning Entrant/Entrant Team will be required to submit a second hi-res file no smaller than 1000x1000, in vector format (AI, EPS) and PNG/JPG format. (including RMIT logo, tagline and the artwork).

Submission requirements

Entry submission requires the details of the individual entrant or team lead and all team members.

As part of the submission, entrants must provide one written rationale, up to 500 words, explaining the thinking behind their submission, including:

- The inspiration for the design.
- How the concept celebrates 140 years of RMIT.
- How it reflects RMIT's values, character and future-focused outlook.
- The meaning of any symbolism, typography, shapes or graphic devices used in the design.
- Why the design will resonate with students, staff, alumni and the broader community.

Entrants are also required to submit a short (up to two minutes) video explaining the design concept and how it reflects the competition brief.

Entrants may provide initial sketches or concept development, mood boards or inspiration references.

Submission also requires a Declaration of Originality, confirming that:

- the design and submission is the original work of the entrant/s;
- the design has not been previously published or commercially used;
- entrants have not used generative AI tools at any stage of concept development or design;
- any third-party assets, fonts or imagery are appropriately licensed or created by the entrant/s; and
- the submission does not infringe the intellectual property rights of another party.

Judging panel

Entries will be judged by a panel of leaders from across the university and the RMIT Brand team. The winning design will become an official part of our RMIT Brand Guidelines for 2027.

Judging criteria	Weighting
Creativity and originality	30%
Alignment with the RMIT brand	25%
Celebration of 140 years while expressing future ambition	20%
Versatility across multiple applications	15%
Technical quality and execution	10%

Prize

- One winning Entry will receive a monetary award of \$5,000.00 (AUD) via electronic funds transfer into the Entrant or Entrant Team Lead's bank account.
- In the case of team entries, the winning team is responsible for deciding how the prize is shared. Once the prize is paid into the Team Lead's bank account, they are responsible for distributing the funds to the other team members on an equitable basis according to the agreed split within a reasonable timeframe.
- The design will become the official logo used across the 140th program of activities and branding assets, including website artwork, presentations and documents, merchandise, videos and animations, as well as becoming an official part of RMIT's Brand Guidelines for 2027.
- The design will be unveiled at the official launch of the 140th celebration in February 2027 and used internally and externally at RMIT throughout 2027.
- Entrants will retain ownership of the artwork they submit as part of this competition. By entering this competition entrants agree to grant RMIT a perpetual and unconditional licence to use the artwork in any way.
- The winning Entrant/Entrant Team will be credited on appropriate assets and paid for the perpetual and unconditional licence for RMIT to use the artwork as part of the \$5,000.00 (AUD) monetary prize.
- The winning Entrant/Entrant Team may be profiled through video, photography and PR content, which may be featured on the RMIT website and shared via RMIT's social media channels.
- All entries may be used by RMIT in a gallery environment showcasing RMIT's culture of collaboration and creativity as part of the 140th celebration.

Design refinement and final artwork

The winning design may undergo a refinement and artwork development stage before being adopted as the final landmark.

The purpose of this stage is to ensure the design works effectively across the range of applications in which it may be used. This may include adjustments to elements such as colour, proportions, spacing, typography and layout, as well as creating different versions for digital, print, signage, merchandise and other formats.

The successful Entrant/Entrant Team will be involved in this process and will have the opportunity to work with the RMIT Brand team to refine the design while maintaining the original creative intent.



The final brandmark may therefore differ slightly from the submitted concept to ensure it is functional, adaptable and fit for purpose across the intended applications.