

Youth Mental Health Visual Identity Competition

Competition Overview

We invite students to participate in an exciting design competition to create a series of logos for our research project titled: “Towards precision treatment of mental disorders in youth: providing new therapeutic options and harnessing individual differences to improve and personalise treatment of depression.”

Our groundbreaking multidisciplinary research projects investigate mental health disorders such as depression and anxiety in 15-25 year olds. The goal of the research is to improve mental health treatment outcomes by personalising treatment pathways.

Our research is focused on several key areas of scientific advancement, and we need a set of distinct yet cohesive logos to represent each aspect. This is a fantastic opportunity for young designers to showcase their creativity and design skills while contributing to a significant scientific endeavour.

Definitions:

Pharmacogenetic testing:

A simple test (often from a saliva or mouth swab) which analyses your DNA to understand how your body might react to different medications. The results can help doctors choose medicine (such as antidepressants) that are most likely to be effective for you and have fewer side effects.

Neuromodulation:

Neuromodulation is technology that directly stimulates brain cells, altering—or modulating—brain cell activity by delivering electrical activity directly to a target area.

rTMS (repetitive Transcranial Magnetic Stimulation) technology:

rTMS is a procedure that uses electromagnetic fields to repeatedly stimulate nerve cells in a specific area of the brain. rTMS has been shown to improve the symptoms of depression.

Objectives

- **Distinctiveness:** Design logos that clearly represent each specific research area while maintaining a cohesive visual identity.
- **Recognition:** Ensure that each logo is easily recognizable and functional in both digital and print formats.
- **Professionalism:** Create designs that convey a sense of professionalism and scientific credibility.

- **Versatility:** Logos should be scalable and adaptable for various uses, including websites, presentations, and merchandise.

Target Audience

- **Researchers and Scientists:** Professionals in the scientific community.
- **Funding Bodies and Stakeholders:** Participants in the study (15-25 year olds with depression); Organisations interested in supporting or partnering with the research.
- **General Public and Media:** For educational and outreach purposes.

Research Areas to Design Logos For:

1. **Youth in Mental Health (Overall Logo)**
 - **Concept:** Capture something relating harnessing individual differences to improve and personalise treatment of mental health disorders
2. **Variation 1: Pharmacogenetics in Youth Mental Health**
 - **Concept:** Capture something relating to ideas around PGx (Pharmacogenetic testing)
3. **Variation 2: Neuromodulation in Youth Mental Health**
 - **Concept:** Highlight the precision and innovation in rTMS (repetitive Transcranial Magnetic Stimulation) technology

Design Guidelines

- **Style:** Each design should be unique to its research area but should align with a cohesive design style
- **Typography:** Use clear fonts that are readable at various sizes.
- **Iconography:** Design simple, abstract icons for clarity and scalability.

Submission Requirements

- **Number of Designs:** Three designs (one for each research area and an overarching design) are required for submission.
- **File Formats:** Provide designs in high-resolution JPEG, PNG, TIF or PDF.
- **Variations:** Include colour and black-and-white versions, with horizontal and vertical layouts.
- **Usage Guidelines:** Write a brief text (50-250 words) telling us how your designs represent our research.

Evaluation Criteria

1. **Creativity and Originality:** Uniqueness and inventiveness in design.
2. **Relevance:** How well the logo represents the specific research area.
3. **Cohesiveness:** Consistency across the different logos while maintaining individual identities.
4. **Professionalism:** Quality and polish of the final design.
5. **Versatility:** Functionality of the logo across various mediums and sizes.

Submission Process

- **Deadline:** 4th July, 2025.
- **Submission Portal:** https://redcap.link/visual_identity_competition
- **Contact for Queries:** youthmentalhealth@perron.uwa.edu.au

Prizes and Recognition

- **First Place:** \$1000 + a 2-day Visual Design Mentorship opportunity
- **Runners-Up:** \$500 for runner-up U/18 and \$500 for runner-up 18+.

Important Notes

- The Visual Design Mentorship is an optional program available to the winner. The program consists of two days a week over a two-week period. The specific dates will be mutually agreed upon with the winner and **Wildlings Creative Agency**.
- **IP Ownership:** Professor Jennifer Rodger will gain ownership of the prize-winning entries by assignment of copyright. By submitting a design, participants grant the Research Team rights to use, modify, and reproduce the design for promotion and project purposes.
- **Copyright:** All submitted designs must be original work. By submitting a design for entry in the competition, the designer acknowledges that they are the person that created the design and is the rightful owner. The owner affirms that their design does not violate any third party or any existing copyright.
- **Feedback:** The judges' decision is final. There will be no feedback on entries.

We look forward to seeing your innovative designs that will help shape the visual identity of this exciting science research project. Best of luck to all participants!