

newsletter

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Ex Sandwich students set ASET on new course...

ASET's desire to break new ground, to develop more services for members, combined with increasingly focused activity of the working parties gave rise to the decision it was time to review ASET's image.

The original logo has served well but it was felt it no longer reflected the forward thinking, revitalised organisation ASET has become. After much debate the Publications Working Party asked me to produce a design brief and to approach Haiku Design Associates, Edinburgh to develop some new concepts and to cost the project.

Haiku had already produced the cost-effective new image for SES – Student Employment Services and designed material for ASET. The latter included the leaflet targeted at school leavers which is well-received at exhibitions and conferences and promotional material for the ASET Essay competition.

Haiku partners, Robert Doak and Jim Griffin, ex-sandwich students, left Napier University four years ago and formed Haiku Design Associates. These talented young entrepreneurs are building an impressive client list in the public and private sector throughout UK. Public sector projects include a number in higher education. Their understanding of this sector and personal experience of sandwich courses eliminates much of



Jim Griffin and Robert Doak, right, of Haiku Design Associates

the learning curve which many designers have to overcome when faced with this concept. I found this insight valuable when working with them on this and other ASET projects.

The design brief asked Robert and Jim to develop a fresh new image which would ensure that ASET was portrayed as a credible, established, leading national education charity and one which was still moving, growing and developing. The design also had to be capable of translation across a wide range of publications starting with the letter head, business cards, an information pack, datasheets, a re-vamped newsletter

and eventually all ASET leaflets.

Robert and Jim responded with enthusiasm and produced three professional, very different and detailed design options which were presented at a Publications Working Party meeting. The members who attended the meeting were impressed by the range of designs on offer. Choosing one to recommend to The Executive was no easy task...

We eventually made a decision and you can see the result on the Newsletter masthead – we feel the new logo met our design brief requirements and gives ASET a fresh new image. As Haiku suggested: "the compass, an instantly recognisable image, depicted in the formal colours of blue and gold, (note that the Newsletter is only in one colour), suggests the substance and credibility of ASET as a professional, well established organisation: the compass also reflects ASET's role in guiding the development and progressions of sandwich courses in a far wider context".

Over the coming months you will begin to see the results of Haiku's new design as it becomes an intrinsic part of all ASET publicity material giving ASET's profile a boost in the market place.

Jan Tunnock

Publications and Exhibitions Working Parties

Annual Conference 1996

ASET's third annual conference will be held at the University of Bath on 15, 16 and 17 April 1996. Three noticeable changes to this conference are:

(i) that we have changed location from York to Bath. Those delegates who have attended the conferences in the past know that York's location and the University's campus, complete with lake and ducks, was an ideal setting. But always conscious of wanting to maintain interest and enthusiasm for our events, we have relocated the conference to Bath. Steeped in history, Bath offers many ancient sites for visiting and exploring and we intend to host the Tuesday evening dinner in the Pump Room, preceded by a Civic Reception combined with a possible tour of the Roman Baths.

(ii) that it will be held over three days instead of the usual two. This will allow delegates to attend more of the focused workshop sessions – many of the evaluation forms from our previous conferences have suggested this change.

(iii) that it will include the Annual General Meeting of ASET in the afternoon of Tuesday 16 April. This meeting will be open to all delegates who are either Individual Members or representing their institution as a Corporate Member. Formal notices of the AGM will be circulated nearer the time. The Annual Conference brochure and booking form will be circulated early in the new year, but if you would like to register your interest in attending now please write to Mary Harris at the ASET Office – full address back page.

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