



Creative Brief: APEEE Brussels II – Evere Woluwe Logo

Background

APEEE Brussels II (Parents' Association of the European School Brussels II – Evere Woluwe) is entering an important new phase. With the relocation of the nursery and primary cycles to Evere and the transformation of Woluwe into an exclusively secondary site, our community is evolving.

To support this transition, the APEEE wishes to modernise its logo so that it better reflects the identity of a school spread across two campuses, our diversity through our 9 language sections, and our values.

Competition Objective

The APEEE invites pupils of the European School of Brussels II to imagine and create the association's new logo, a symbol of our community of parents and students. **This competition is only open to EEB2 students.**

About APEEE Brussels II – Evere-Woluwe

APEEE Evere-Woluwe is an international non-profit association (AISBL) established under Belgian law. It represents all parents whose children attend the European School Brussels II Evere-Woluwe, a rapidly growing school community with more than 3,500 pupils across 9 language sections on two separate campuses.

The APEEE is the voice of parents within the school's governing bodies and works on matters relating to education, school administration, the school community, as well as pupils' health, safety and wellbeing.

The APEEE also manages services that are essential to parents' organisation and students' daily school life: transport, the canteen, and extracurricular activities.

The APEEE is run by volunteer parents elected each year to the Board of Directors.

The **core values** of the APEEE are:

- **Respect**
- **Trust**
- **Responsibility**
- **Solidarity**
- **Transparency**

Current logo

Colours:

- Canteen – Purple #572976
- Extracurricular Activities – Blue #637FFF
- Transport – Green #7BC25C
- General Information – Red #E65252

Evere-Woluwe Parents



Current fonts used in the logo:

Kristen ITC / Aileron Heavy / Afrah

Creative Expectations

Students are free in their approach, but the logo should:

- Be **original and easily recognisable**; some **continuity with the current logo may be considered**.
- Be suitable for use across different media (print and digital).
- Reflect the school's **European and multicultural identity**.
- Potentially include a **reference to the two campuses** as organised from the 2026–2027 school year onwards (nursery and primary cycles in Evere, secondary cycle in Woluwe).
- Remain **clear and simple**, even in small formats.

What to avoid

- Avoid overly obvious clichés (e.g. using the European flag as it is).
- Avoid logos that are too similar to other existing entities (particularly the school itself, other APEEEs, or European institutions).
- Avoid illegible or overly long text.

Submission Format

- Hand-drawn artwork (scanned or photographed) or digital creation. The use of artificial intelligence is not permitted.
- Format: A4 or digital file (JPEG, PNG or PDF).
- Please include: the student's surname, first name, class, plus a short explanation of the logo (maximum 5 lines), as well as the parents' email address and telephone number.

Selection and Prize

Entries will be evaluated by a jury according to:

- Creativity and originality
- Respect for the brief and the values
- Visual quality and readability

The three winners will be awarded a prize of a value respectively 300€; 200€ and 100€. The winning logo will be **officially adopted by APEEE Brussels II**, and its creator will be recognised and celebrated.

Timeline & Submission

- Competition launch: Friday 22 May 2026
- Submission deadline: Monday 13 July 2026
- Selection committee deliberation: Tuesday 14 July and Wednesday 15 July 2026
- Winner announcement: to the winner – 16 July 2026
- Public announcement – in the final APEEE newsletter, on 17 July 2026

Entries must be sent to: secretariat.apeee@woluweparents.org with the subject line: **LOGO COMPETITION**.