

# Youth Excel Logo Design Competition Creative Brief

**Organization:** IREX and its “Our Knowledge, Leading Change” Consortium

**Launch Date:** 13 January 2021

**Due Date:** 2 February 2021

**Project Title:** Youth Excel Logo Design Competition

**For any inquiries:** [excelyouth@irex.org](mailto:excelyouth@irex.org)

## **Project Overview:**

Youth Excel is a five-year program funded by USAID and implemented by IREX and its “Our Knowledge, Leading Change” consortium. It is a global program that will empower young people and youth organizations to use implementation research to strengthen local, national, and global development solutions. Youth Excel will hold a logo design competition open to all youth and youth-led organizations from around the world to produce a logo that captures the core idea of Youth Excel’s vision and objectives.

## **Project Objective:**

This competition aims to challenge youth and youth-led organizations to capture the identity, vision and purpose of Youth Excel project by designing a logo that represents its target group. The goal is to generate a logo design for Youth Excel that can be used online (social media, websites, email etc.) and offline (collaterals, visibility items etc.) and other communications platforms.

## **Audience:**

The audience should be youth between the age of (18-35) years old in addition to youth-led organizations and individuals that lead processes related to youth development around the world, including adult decision makers, government officials, donors, and volunteers. No gender specific. Inclusive.

## **Insights:**

Youth who are active, advocates of youth empowerment, interested in arts and design.

## **The Message:**

Youth are changemakers and should have a powerful voice and impact in development policy, process, programs, and resource decisions. Youth can contribute positively to development at all levels: community, regional, national, and global. The Youth Excel program will support and empower young leaders and youth-led and youth-serving organizations to use research and data to strengthen development solutions locally and globally.

Youth Excel focuses on implementation research, which helps development programs learn how to adapt tested programs to new contexts, and scale and achieve cost-effectiveness, while strengthening impact.

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The program is inclusive, engaging diverse youth across the globe, considering gender, background/ethnicity, youth with varying abilities, and prioritizing youth who do not have access to opportunities.

Youth Excel will support youth leaders and changemakers in all sectors: education, economic opportunities, health, civic engagement, governance, peacebuilding, climate change, and more. Youth Excel will support young leaders to use research and data to engage in dialogue with adult decision-makers and shape data-informed policies and programs.

## **Deliverables & Format:**

Winning logo design should be submitted in PNG format with a transparent background in high resolution and in color. File size should not exceed 20MB.

## **Call to Action:**

Target audience should feel like they are a part of a global movement which is working towards a more equitable society.

Our initial tagline is: “Our Knowledge, Leading Change”. But we look forward to working with the winner and our Global Youth Advisory Council to develop and/or expand our taglines.

## **Branding:**

Personality and Tone of Voice: Energetic, bold, authoritative, credible, youthful, modern, aggressive and inclusive, simple.

Font and colors: Participants should interpret the personality/tone to come up with an appropriate font and color for the logo.

## **Comments:**

The winner of the competition may be asked to join the Branding Design Team to participate in the creation and design of the brand identity for Youth Excel project.

A brand identity is a collection of all tangible elements that determine how Youth Excel brand will be perceived by the public. These elements include web design, social media graphics, business cards, uniforms, banners, roll-ups, flyers, brochures ...etc.

Expected deliverables in addition to the logo:

- Brand Style Book (Brand Guidelines)
- Flyers, Posters, Brochures, Roll-ups
- E-mail Banner
- Business Cards
- Online graphics for website and social media
- Visibility items like T-shirts, water bottles, drawstring bags