

## Open Call for Proposals - Logo Design for WiSTEM, Ghana

Women in Science, Technology, Engineering and Mathematics (WiSTEM) Ghana is pleased to announce an open call for its new logo competition.

The WiSTEM logo should be simple, modern, energetic and innovative. The logo must include both the letters of WiSTEM and the full name of the organization (Women in Science, Technology, Engineering and Mathematics (WiSTEM), Ghana).

It should represent the following concepts: An Organization, made up of women in the STEM fields supporting themselves while pulling the next generation of women in STEM. It should further depict women in STEM helping chart a path to achieving active involvement in development and leadership within the Ghanaian context and beyond.

The logo shall be easily recognizable and, as such, should stand out and be different from other logos. The design should be in colour, with the following specific colours; green, blue purple and gold, depicting life, science, royalty and perfection. We encourage participants to submit various shades/variants of the recommended colours.

### **In brief:**

1. Where the logo will be used: all official documents and communication tools.
2. The primary functions of WiSTEM: Boost recognition of women in STEM, Create memorability, Create unity, Enhance career progression of Women in STEM, Encourage leadership, Encourage mentorship, Communicate integrity and strength.
3. Name into the logo: Incorporate both full name of Organization and letters WiSTEM<sub>GH</sub> which means “Women in Science, Technology, Engineering and Mathematics (WiSTEM)”.
4. Colours: Green, Blue, purple and Gold.

### **Eligibility:**

The Competition is open to **legal students** of KNUST and startup companies or entities specialized in communication and graphic design also located in KNUST. We also encourage submissions from groups.

Each participant/group must submit the logo in high resolution, as well as a written description of the design and full contact details of the participant/s (full name, programme of study, year of study, Student number and active email contact).

### **Rights**

It is expected that the designer/design agency is granting all exploitation rights to WiSTEM. In addition, WiSTEM has the right to adjust the logo as they see fit.

Applicants must submit their logo proposals to [wistem.gh@gmail.com](mailto:wistem.gh@gmail.com)

**Deadline: Friday, 30<sup>th</sup> March 2018**