



TERMS OF REFERENCE FOR LOGO DESIGN COMPETITION

Preamble

FOWODE is a women's rights organization whose vision is a *Ugandan society where women and men equally participate in and benefit from decision-making processes in the public and private spaces*. Since inception, FOWODE has been at the forefront of building and nurturing women's leadership to enable them claim their rights to participate in decision making and to build their agency and voice for advocacy for gender responsive legislation and budgets.

FOWODE has been an influential voice in nurturing transformative leadership for women's rights. We have built women's political leadership and contributed to movement building through strengthening the collective power of the grassroots. We championed affirmative action during the Constitution making process which opened up opportunities for women's advancement and their representation in public spaces. We have advocated for laws that work for women and protect their rights and pride in the advocacy for pioneering legislation that ensures that the national budget gives due consideration to women's needs.

FOWODE looks to a future of equality and for the next 25 years, we shall continue building (young) leaders with feminist values and leveraging women's leadership to advance gender equality. We believe that once women have voice, power and resources they will be able to demand for their rights, influence policy and foster accountable institutions and ultimately there will be a transformation in the lives of all women.

As we look to the future, the organization would like to rebrand its logo. The objective of the logo re-branding is not only to appeal to our various stakeholders but also to capture our aspiration of a society where women and men equally participate in and benefit from decision-making processes

The envisaged logo must be clearly distinguishable and recognizable to FOWODE's stakeholders and the general public, and also reflect the organization's mandate.

FOWODE hereby invites interested students, individuals, groups, and institutions to participate in a competition to design an innovative Corporate Logo that encapsulates its mandate, strategic focus, direction and centrality of our vision.

Guidelines for the Competition:

The following are guidelines, rules and regulations for the competition:

- a) The Design should be in high resolution colour.
- b) The logo must be clear and distinctively identifiable for effective application on all organization's website, instruments, publicity materials and other relevant platforms.
- c) The logo should include the name of the organization and the FOWODE tagline 'Shaping the Future' or propose another exciting tagline that speaks to the existing one.
- d) Entries should be submitted on A4size paper and in PDF file format, the design folder soft copy on a windows readable compact disc.
- e) Entrants should submit NOT more than two logo designs.
- f) The design must be accompanied by a written description of its meaning and features.

- g) The entrants are required to use the official FOWODE color 'Blue' (can use different shades) and blend it with other colors to enhance their creativity, bearing in mind (b) above.
- h) Entrants in the competition should provide their names, postal addresses, email address and daytime telephone numbers;
- i) The design of the winning entry or any other entry that participates in the competition will, subject to modification be used in designing the Corporate Logo;
- j) FOWODE reserves the right to register the winning logo as its copy right.
- k) Any material, graphic software or other items prepared by an entrant in the competition shall belong to and remain the property of FOWODE.
- l) The judges' decision is final and will not be open to any correspondence or appeal whatsoever
- m) The best three, entries will be awarded as indicated below:

Position and Prize (Uganda Shillings)

- a) Best Entry: UGX. 1,000,000;
- b) 1st Runner Up: UGX. 500,000;
- c) 2nd Runner Up: UGX. 250,000

Conditions:

- a) The Logo Design must be original and should not infringe on rights of any third party. FOWODE will not bear any responsibility for copyright violations.
- b) The logo must not contain inappropriate content.
- c) Any material, graphic software or otherwise prepared by an entrant in the competition shall belong to and remain the property of FOWODE.
- d) Aesthetic Quality –the submission commands attention, displays visual balance and colour coordination. All the elements should be seen to work together to create a unified and appealing design.
- e) The designs shall be enclosed in sealed envelopes and marked LOGO DESIGN COMPETITION and submitted to the FOWODE Offices on Vubya Close, Ntinda – Nakawa Road before 27th November 2020 at 11:00am.

Addressed to:

The Executive Director,

Forum for Women in Democracy

P.O. Box 7176 Kampala Or E-mailed to patricia.munabi@fowode.org and copied to simon.asiimwe@fowode.org

Technical and Artistic Requirements for Entries:

With a view to equal treatment, all contestants must submit their logo proposal(s) as follows:

- a) Logos must be created as vectors to ensure scalability without loss of quality
- b) Logo graphic must be provided in PNG format (vector), using the CMYK colour model.
- c) In addition to the compulsory PNG file mentioned above, contestants should provide each logo in the following file formats, resolutions and sizes
 - i) In high resolution (atleast300dpi) for print
 - ii) In low resolution (72dpi) for web

iii) 50 pixels in width or height; 100 pixels in width or height; 600 pixels in width or height

- d) Contestants should not imprint or watermark any of the contact details in the proposed logo design
- e) Contestants should submit a written description (of no more than 200 words) of their design (s), explaining its graphic identity along with other relevant information.
- f) In the event that any entry is found to be infringing on intellectual copy rights even after it is selected, this entry shall be rejected as the winning design. In addition, if the submitted design is found to resemble a similar art work, FOWODE reserves the right to reject it even after it is selected as the winning design.

Instructions for submission

- The files must be submitted at the very latest on 27th November 2020, 11.00a.m.
- Where two logos are created by a single contestant, each logo needs to be numbered. They can be sent in one, single envelope, but have to be clearly labelled.

Selection Criteria

No	Description	Marks
1	The logo must have followed the basic submission requirement: <ul style="list-style-type: none"> i. High resolution Colour; Blue, Black, Orange and White ii. Include the name of the Organization. iii. In A4 size paper and in a PDF soft copy and the design folder on a windows readable compact disc and 	5 marks
2	<ul style="list-style-type: none"> i. High resolution Colour; Blue, Black, Orange and White ii. The logo design, proposed colors and tagline represents the FOWODE's mandate and thematic/subject relevance, and ensures recognizability iii. Accompanied by a written description of its meaning and features. 	35 marks
3	Uniqueness of relevant design, originality and creativity	20 marks
4	Its positive and clear visual impact, aesthetics	20 marks
5	Its suitability as a visual emblem of a women's rights organization, in terms of design, font, and adaptability for use in different media, and all-round applicability	20 marks