

DESIGN BRIEF

Agency for All Logo Guidance

Job Type

Logo Design

Task Outline

Create a logo design

Task Description

We need a logo for our organization's new USAID-funded project, *Agency for All*.

About our organization

Learn more at www.geh.ucsd.edu. The mission of the Center on Gender Equity and Health is to conduct innovative multidisciplinary research to understand and eliminate gender inequities in health, and to provide academic and practitioner training toward achievement of these goals. Our work focuses on the following three key areas that impact population health and development, globally:

- Gender inequities (e.g., girl child marriage, women's unpaid labor, son preference)
- Gender-based violence (e.g., partner violence, sexual assault and exploitation, sexual harassment, reproductive coercion)
- Gender social norms (e.g., community norms and expectations regarding male and female roles in the household and in society)

About Agency for All: A Consortium for Collaborative Learning on Agency and Social and Behavior Change

Agency for All is a USAID-funded project (2022-2027) that tackles the complex questions of what agency means to different people, organizations and systems across the world. Through locally-led, equitable partnerships and innovative research, Agency for All investigates the role of agency in converting intention into action within SBC programs, how implementers can adapt to local realities, and the most effective ways to disseminate these learnings.

Agency for All's ultimate goal is to improve and sustain health and agency for individuals and communities, advancing health and cross-sector development outcomes including: family planning and reproductive health, maternal, newborn and child health (MNCH), nutrition, infectious disease, and HIV/AIDS.

Key Concepts

- Agency: The power of individuals and communities to set and achieve their own goals.
- Advancing Health: The ultimate goal of this project is to improve and sustain health

- Collaborative Work and Learning: What sets this project apart is its focus on developing more equitable relationships between local research institutions and implementing partners and using those relationships to identify local priorities, empower individuals and communities, and apply our learnings together
- Diverse Global Team: Highly-experienced team of global, regional and in-country leaders in both implementation and research

Our Preferences

- We would like this logo to be simple and clean. We are open to creative use of letters (wordmark), icon use, or combination marks.
- We require two versions of the mark for flexibility: horizontal and vertical layouts. For example, see USAID vertical and horizontal logos
<https://www.usaid.gov/branding/resources#downloads>
- This logo will be used on many types of communication products, both print and digital. When final selection is made, we require original design files AI, EPS, PDF, JPG, PNG

Logo Text

Agency for All

Logo Styles of Interest

- Wordmark Logo, Word or name-based logo (text only)
- Lettermark Logo, Acronym or letter-based logo (text only)
- Icon Logo
- Combination Mark

Deadline

April 24, 2022

Files

See attached project summary with our temporary look and feel. This can change, as the logo will inform the rest of our project's templates and styles.