

DesignCrowd Brief ARMoR

Name your project

Design a logo for our new charity, ARMoR

Task description

About the charity: ARMoR - Alliance for Reducing Microbial Resistance

Each year, 1.3 million people die as a result of infections from microorganisms that are no longer susceptible to the treatments we use to control them. This is a phenomenon known as antimicrobial resistance (AMR) and it threatens the foundations of modern healthcare. To stay ahead of

To combat this it is vital we have a strong development pipeline of new antimicrobials and the ability to ensure those with the greatest need can access them. In support of this ARMoR performs research and advocacy in support of new and effective policy initiatives (predominantly market shaping "pull-incentives")

To counter this, it's imperative to maintain a robust pipeline for developing new antimicrobials and ensure that those most in need can readily access them. ARMoR is dedicated to conducting research and advocating for effective policy initiatives, primarily focusing on market-shaping "pull-incentives" to address this critical issue.

A lack of new, high-value antimicrobials being developed and limited availability of these drugs, when they do reach the market, contribute to this death toll increasing year on year. We perform research and advocacy in support of new and effective policy initiatives (predominantly market-shaping "pull-incentives") which aim to reinvigorate the antimicrobial development pipeline and ensure fair access for those with the greatest need. We do this through

Geographic focus: this is a global organisation

Language: Viewers of the logo may not be English speakers. Viewers should be able to understand that the charity is trying to reduce the burden of antimicrobial resistance.

Objective: Design a logo to appear on our website, fundraising/marketing materials, and in correspondence with policy organisations, political figures and pharmaceutical companies.

Preferred format: SVG. Or high-resolution PNG (>2000px in each dimension).

Style preferences: Simple, minimalist, clean. Simple colour palette, eg. 1-4 colours. Should work on white and dark backgrounds. Please provide rectangular and square versions for both light and dark backgrounds.

Charity name inclusion: The logo can have the acronym ARMoR in it, but not the long-form version of the name. You can position the acronym within the logo or to the side of the logo.

Colours: please see the attached PDF with a palette that we like.

Notes:

- It is not required that the organisation's purpose is understood from the logo alone, but a graphic that somehow reinforces what the charity does is preferred. We want a combination of logo, org name and 1-line slogan to leave a clear understanding, so the logo has its part to play.
- The logo should reference microbes and NOT viruses, fungi, syringes etc.
- Please don't reuse design elements from these directly: we list them to give an idea of general style only.

Industry/Entity Type: Global Health, Biosecurity

Logo Text: ARMoR (Alliance for Reducing Microbial Resistance)






Logo styles of interest: Clean, simple, scientific, see PDF for more examples

Designer Logos That We Like



ARMoR Design Brief



 0A2463 Royal blue (traditional)	 0FA3B1 Moonstone	 EDDEA4 Vanilla	 F7A072 Atomic tangerine	 FF9B42 Sandy brown
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