

DesignCrowd Brief: Concentric Policies

Project Objective

Design a logo for our new charity, Concentric Policies. The logo will appear on our website, fundraising/marketing materials, and in correspondence with other global health and/or advocacy NGOs, ministries of health, ministries of finance, and other political figures

Quick Details

Industry/Entity Type: Global Health, Policy / political advocacy

Logo Text [optional]: Concentric Policies

Logo styles of interest: Clean, simple, geometric

Background

About Us

Our mission is to expand the adoption of evidence-based health policies across low and middle-income countries.

Our strategy is to begin by focusing on non-communicable diseases; our current strategy is to advocate for governments— most likely in Latin America or Sub-saharan Africa— to adopt higher taxes on tobacco.

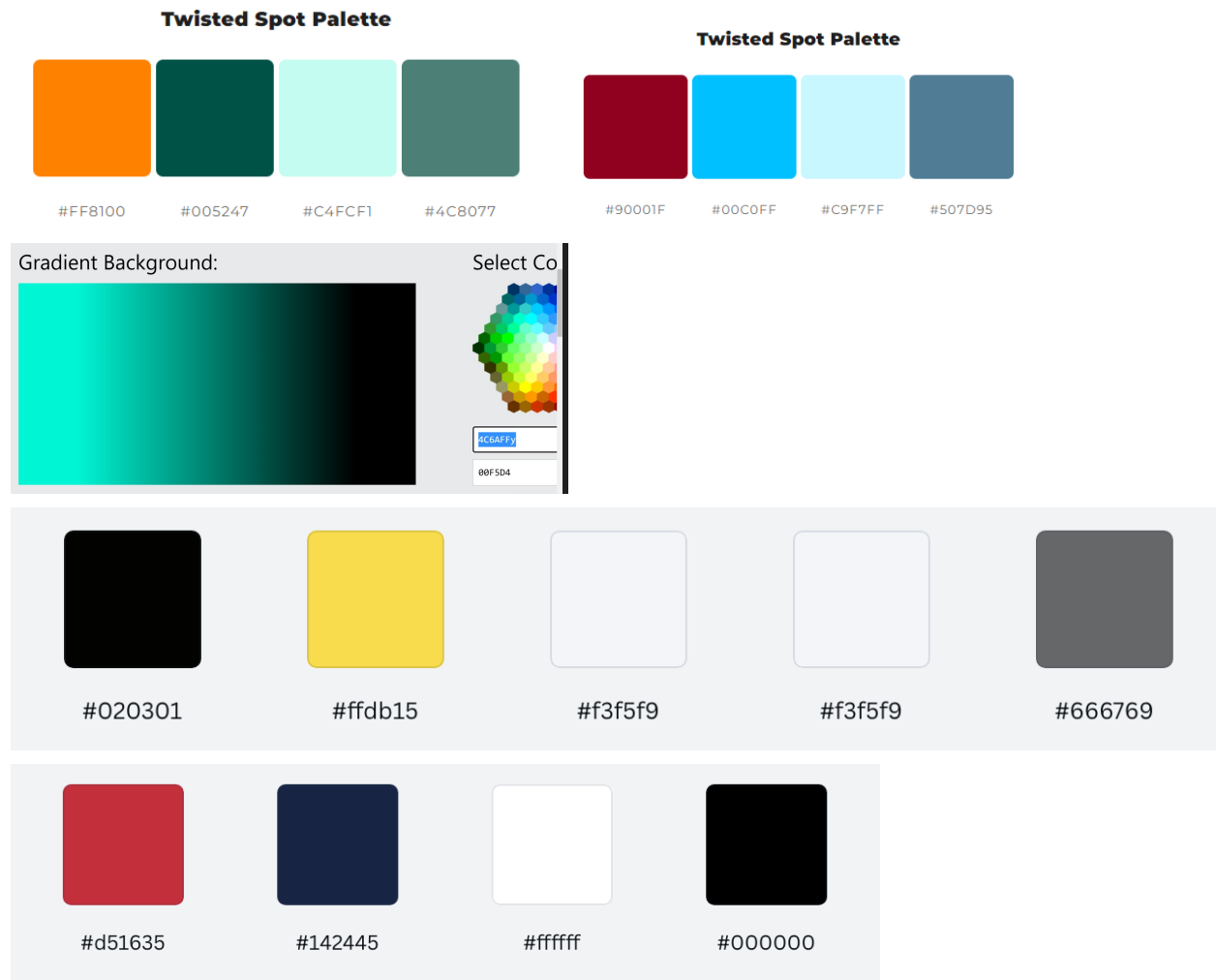
Annual deaths from tobacco were 6 million in 2013 and rose to 8 million by 2020 (WHO). Today, more people are killed annually by tobacco usage than malaria, HIV, and neonatal deaths combined... twice over (WHO and Our World in Data). Taxation is the single most effective intervention for reducing tobacco consumption; the WHO recommends at least 75% of tobacco's retail price should come from tax. However, only about 40 countries meet this guideline.

Task Details

Language: Viewers of the logo will have English language competency.

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

Color Scheme: Our main preference is that the color scheme **does not** consist of only shades of blue. We are open to your suggestions, but have also included some that we like:

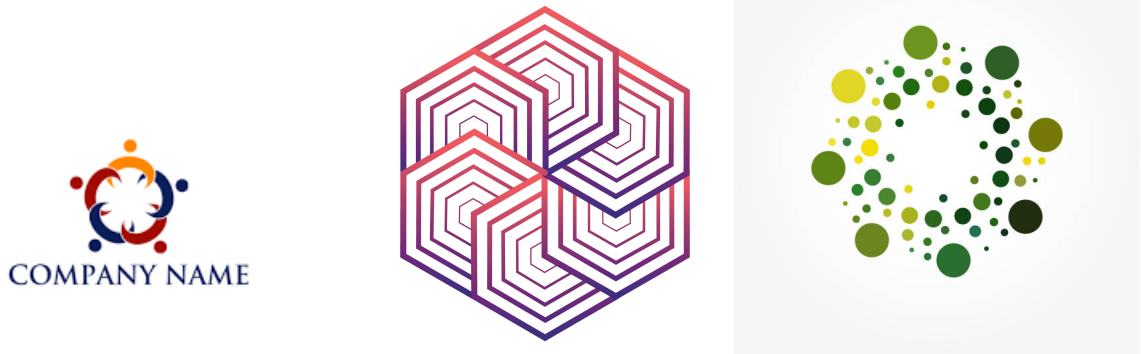


Specific style preferences: **Silhouette is not a circle (see examples below of what to avoid for more info)**. We think it would be fine if circles are used only as components of a larger design / different silhouette

General style preferences: geometric, 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.

- *Other potential logo style ideas (food for thought, but feel free to do something else if you think its better)*
 - Geometric with triangles, hexagons, squares, etc.
 - Water ripple
 - Using a human feature like a hand or embrace of a hug
 - Using a series of concentric shapes to make a non-concentric symbol (e.g. anatomical heart or brain)

Examples of ones we like:



Wordmark logo Word or name based logo (text only) <div> </div>	Lettermark logo Acronym/letter based logo (text only) <div> </div>
Pictorial/combination logo A real-world object (optional text) <div> </div>	Abstract logo Conceptual/symbolic (optional text) <div> </div>
Emblem logo Logo enclosed in a shape <div> </div>	Character logo Logo with illustration or character <div> </div>

Charity name inclusion: The logo image is allowed to have the name Concentric Policies in it, but it does not have to. You can position the name below or to the left of the logo image.

Important Note:

- Our logo should be **distinctly different** from the following logos:



