**Organisational name:** Novah

**Tagline**: No violence at home

**Mission**: We aim to prevent domestic violence (intimate partner violence) with edutainment radio shows that change societal norms, to change behaviours.

**Organisation’s activities**:

* We are a new, small NGO (a charity)
* We research the local drivers for domestic violence in Eastern Africa.
* Together with local scriptwriters and producers, we write, produce and air radio shows that aim to change social norms around violence against women (e.g. radio dramas, talk shows, etc.).

**Ask**:

* Logos with the text Novah
  + A logo that uses our tagline (to be used at conference etc )
  + The same logo without the tagline (to be used locally and which can easily be printed at materials etc)
  + 2 versions: horizontal + vertical (square for social media)

**Style preferences**:

Simple, minimalist, clean, rather abstract than literal. Simple colour palette, eg. 1-3 colours. Should work on white and dark backgrounds.

* Elegant to bold: 50%
* 0= Playful to 100% serious: 70%
* Traditional to modern: 70%
* Personable to pro: 40%
* Feminine to masculine: 40%
* Colorful to conservative: 60%
* Economical to upmarket: 40%
* Pictorial/combination logo
* Wordmark
* Abstract

**Keywords**:

* Intergenerational cycle of violence
* Safe homes
* Radio
* Radio waves
* Transmitter
* Stop
* Prevent

**Guidelines**:

* Novah is NOT in full upper letters
* Our website font will be Lato - the logo font can be different but should match it
* Purple is usually recognised as the colour of the fight against gender based violence
* We will work with radio, so anything that suggests a media or a radio transmitter or radio wave could probably be interesting (but should not be to literal e.g. radio + text)
* No direct reference to women or to violence in the logo (we don’t want to be so literal)

**Geographic focus**: we will focus our work in Eastern Africa, but remain a global organisation

**Language**: Viewers of the logo may not be English speakers.

**Objective**: Design a logo to appear on our website, fundraising/marketing materials, and in our communications. We will communicate with

* Funders such as government agencies or philanthropic organisations
* Local radio stations
* Local freelancers
* Local public officials
* Gender equality organisations (local and international)
* Academic researchers

**Preferred format**: Please include editable formats e.g. .ai, SVG, and then high-resolution PNG (>2000px in each dimension).

**Inspiration**:











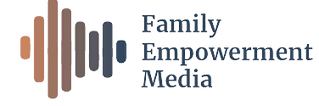




**What we like:**

* The combination of the name with a vague visual representation of what the organisation does.

**Logo can NOT look too much like this:**



**Colour inspiration:**

* We like the first purple, and we have used once this color palette in a document
* If you feel other variants of purple/other colours are more beautiful, feel free to use them

