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**Tender for the creation of a logo for a multifunctional building with the name "Hope 7"**

**1. project overview**

We are looking for a creative and expressive logo for a multifunctional building that will serve as a center for healthcare, social services and church activities. The building should become a place of community and support.

The attached flyer outlines the topics that will take place in the building.

**2. goal and vision**

The logo should symbolize the diversity and unity of the services offered. It should reflect the values of the organization: Caring, Support, Healing, Community and Spiritual Connectedness.

**3rd target group**

Our target group includes people of all ages and backgrounds who are looking for healthcare services, social support and church services. The logo should be widely accepted and convey a welcoming atmosphere.

**4. requirements for the logo**

* **Simplicity and clarity:** The logo should be easily recognizable and understandable.
* **Memorability:** It should leave a strong and positive image.
* **Versatility:** The logo must work on a variety of media and materials, including digital platforms, print, building signage and merchandise.
* **Timelessness:** The design should remain current in the long term and not be tied to short-term design trends.
* **Representativeness:** The logo should unite the healthcare, social and church sectors and embody the values of care, community and spiritual support.
* **Color scheme:** The logo should work well in color, black and white and grayscale. The color choice should be calming and inviting without being overbearing.
* **Scalability:** The design must work well in different sizes, from small icons to large signs.

**5. design guidelines**

* **Style:** Open, friendly and accessible designs are preferred. There should be no overly complex or cluttered elements.
* **Symbols and metaphors:** The use of symbols that represent health, community and spirituality is not encouraged. However, it is important that these symbols are inclusive and do not exclude anyone. Sober, simple and neutral symbols are preferable.
* **Fonts:** If text is used, it should be clear and easy to read. Sans serif fonts are preferred.
* **Text:** The full name "Hope 7" can be used in the logo, but the short form "H7" is also possible.

**6. submission details**

* **File formats:** Designs should be submitted in PNG, JPEG and PDF formats. A vector graphic and the source file are also required.
* **Color specifications:** Specification of the RGB and CMYK color codes.
* **Explanations:** A brief explanation of the design and the symbols used is required.
* **Number of designs:** Each participant may submit a maximum of three different designs.
* **Number of revisions:** It must be possible to register up to a maximum of 5 revisions

**7. evaluation criteria**

* Creativity and originality
* Clarity and memorability
* Fit with the target group and the values of the organization
* Versatility and scalability
* Overall aesthetics and professionalism

**8. deadlines**

* **Submission deadline:** We expect a response within one week. The first drafts after three weeks at the latest.

**9. rights of use**

By submitting, the participant agrees to transfer all rights to the logo to the Hope 7 organization in the event of winning.

**10. contact**

For queries and further information, please contact:

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