

GREEN AWARD LOGO DESIGN BRIEF

I: Introduction

The “Green Award” is an annual award presented specifically to agents of the tourism sector, for the performance and implementation of environmentally sound practices.

Objective of the Green Award:

Make the tourism sector of the Maldives environmentally friendly & climate resilient.

Scope of Work:

Design a logo symbolizing environmental sustainability in the tourism sector of the Maldives. It should have the words “Tourism Green Award” on the logo.

Use of the Logo:

Prestigious brand identifying the Tourism Green Award.

Promotional Materials/ Publications/ Events.

Submission Requirements:

Maximum of 3 logos may be submitted with any proposal. The proposal for submission must contain:

- 1- Original designs.

- 2- Designer profile **5%**

- 3- Proposed cost for the Logo design **(25%)**

- 4- Proposed design (colour+gray scale): creativity, thematic relevance, usability **(70%)**, including

- a. Logo design concepts in hard copy with brief descriptions of how the logo was developed, and the message it imparts

IV: Successful applicants will be required to provide:

1. Logo usage guidelines; including how small it could be used, colour codes, gray scale version, how the logo is used on dark backgrounds etc.
2. Supply a variety of file types and resolutions in full colour for use in different applications. Grey scale versions should also be submitted. The files to include:
 - a. AI
 - b. EPS .
 - c. PDF
 - d. TIFF
 - e. PSD
3. Insertion of a slogan (if required by the Ministry)

