LOGO DESIGN CONTEST

*The **STRIPES** project invites students to design a **PROJECT LOGO** that will grasp the project mission in an interesting way.*

WHAT WE NEED?

The designed **project logo** (high resolution PNG files) and **style guide** that accompany the logo.

WHEN?

The open competition closes on the **8th March 2024**.

WHERE TO SEND?

Please send your designed logos with style guide to **stripes@ciscollege.edu.lb** (you can also use the same e-mail if you have any additional questions).

WINNING PRIZE

The internal jury will assess the quality of collected logos and will vote for the winner. Decision will be made in **March 2024**. Prize for the winning logo is **150 eur**.

STRIPES LOGO

The LOGO represents the project's first introduction to target audiences. It should catch their interest and trigger a positive recall about the project, inviting them to learn more about it.

Overall, it should communicate a project story in a simple and appealing way. Colours, tones, fonts – all of this is determined by the story we are trying to tell, and the logo will set the stage for this story.

ABOUT THE STRIPES PROJECT

In **Lebanon** communities are affected by humanitarian, economic and governmental crises that threaten their livelihoods. Unemployment numbers are high and increasing, particularly among young people. **Technical and Vocational Education and Training (T-VET)** can make a meaningful contribution to socioeconomic development in the country by providing urgently needed, relevant skills for the labour market.

By establishing **STRIPES Centres** the project aims to enhance T-VET's capacity to develop and implement work-based learning programmes linking skilled graduates to the labour market. The objectives are to:

- Develop the institutional context and organisational capacity needed for the STRIPES centres (2) to thrive.
- Strengthen the operational capacity of the STRIPES centres by delivering training on:
    - employability skills;
    - anticipatory systems for the T-VET institutions to develop future labour market responsive curriculum;
    - recruitment and internship coordination and mentoring and coaching.
- Establish two physical STRIPES centres and installing the tools necessary for inclusive digitisation.
- Provide training to digitise courses and to create an online STRIPES platform (1) that links T-VET graduates to the labour market with intention to scale.

The project provides **tailor-made training, workshops, study visits, co-design, training of trainers sessions** supporting the establishment of the STRIPES centres and enabling the centres to play an interface-like role between the T-VETs, its students (internships) and graduates (employment), and the labour market.

Additional expected outputs are: institutional policy documents & protocols; manuals, online platform, website. Ultimately, STRIPES aims to contribute to a positive image of T-VET education among students as well as stakeholders.

LOGO DESIGN GUIDELINES AND PARAMETERS

Entries must be submitted as high resolution PNG files. For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS). Color must be CMYK, though the logo may also be produced in black and white.

JUDGING CRITERIA

Submissions will be judged on their originality, creativity, relevance to the STRIPES project, visual appeal, and overall design quality.

INTELLECTUAL PROPERTY

All entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.

COPYRIGHTS

By submitting a work to the call for entries, the authors and participants of the call for entries agree to retain the moral copyrights in their works and that their submitted works may be used in any presentations of the STRIPES project (on the Internet, at conferences, lectures, promotional events and materials, and other publications within the framework of the STRIPES project).