



# ALL AFRICA CONFERENCE OF CHURCHES (AACC) CONFERENCE DES EGLISES DE TOUTE L'AFRIQUE (CETA)

AACC-CETA

General Secretariat (HQ): P. O. Box 14205, 00800 Westlands, Nairobi, Kenya

Tel: +254 724 253 354, + 254 20 4441483 • E-mail: [secretariat@aacc-ceta.org](mailto:secretariat@aacc-ceta.org) • Website: [www.aacc-ceta.org](http://www.aacc-ceta.org)

17<sup>th</sup> March 2023

## **INVITATION TO A CORPORATE DESIGN COMPETITION**

**INFORMATION ABOUT THE ORGANIZATION:** The AACC is a continental ecumenical body that accounts for over 200 million Christians across the continent. It is a fellowship of over 200 members comprising of churches, national Council of Churches, Christian Organizations and Theological Institutions in 43 African countries. Kindly visit the organization's website to get more information to inspire your thought process - [www.aacc-ceta.org](http://www.aacc-ceta.org)

**REASON FOR PARTIAL REBRANDING:** The organization was established in April, 1963 and has maintained the same corporate look since then. The organization will be celebrating its 60<sup>th</sup> Anniversary in November 2023, in Abuja, Nigeria and we are looking to unveil a new corporate image during the event. In this regard therefore, we seek to transform the organization's image by carrying out partial rebranding by revamping the whole corporate image of the organization. We are opting for partial rebranding as we do not want to totally change the brand of the organization but to refresh the image of the organization which is now outdated. We are looking to develop the visual elements that will communicate our brand effectively.

Consequently, we are inviting interested designers to submit their proposals for the new corporate image. The following information is important to note:

### **VISUAL ELEMENTS:**

- Logo:
  - Keep the shapes and imagery to everything cohesive.
  - Make sure that all imagery and shapes support the organization's message (ensure that the logo supports the mission, vision, and values of the organization)
  - Kindly explain the significance of all the shapes and imagery used.
  - We would like to keep the cross in the current logo; kindly incorporate it in your design.

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PRESIDENT: Rt. Rev. Arnold C. Temple • GENERAL SECRETARY: Rev. Dr. Fidon Mwombeki

### **SUB-OFFICES**

African Union Liaison Office: Nifasilk Lafto Sub City, Woreda 03, Addis Ababa, Ethiopia • TEL: +251 11 385 10 08 / + 251 11 385 10 95  
E-mail: [aaccoffice.au@aacc-ceta.org](mailto:aaccoffice.au@aacc-ceta.org)

Bureau Régional: 01 B.P. 2268 - Lomé 01, 1235, Rue de la Paix Bè-Château - Lomé-Togo • Tel: +228 22 21 59 24

Email: [bureauregional@ceta-aacc.org](mailto:bureauregional@ceta-aacc.org)



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- Colour palette:
  - Check how the suggested color palette looks on-screen and in-print.
  - Make sure it looks the same on different brand materials.
  - Clearly state the color codes used. Kindly explain the significance of all the colours used.
- Typography/fonts:
  - Consider different fonts to be used on different organizational material e.g. banners, official documents etc.
- Design of print materials:
  - This will include personal stationery (e.g.) letterheads and business cards, pens, booklets, flyers and posters, corporate flag, t-shirts, caps, staff shirts, trade show stands and booths etc.
- Co-branding usage
  - How we may use our image besides our partners' images.

***Please do not limit yourself to the above; creativity to capture the essence of the organization with a literal expression of versatility is highly encouraged***

**WHO MAY COMPETE:** Anyone who has the skills from the African continent.

**DEADLINE FOR SUBMISSIONS:** April 14<sup>th</sup>, 2023, 23:59 hours.

**MODE OF SUBMISSION:** Electronically.

**TOKEN:** There will be a token of \$1000 for the winner.

**ADDRESS FOR SUBMISSIONS:**

- Attention: Ms. Evelyne Okunda; Email address: [secretariat@aacc-ceta.org](mailto:secretariat@aacc-ceta.org)

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