

KNOMAD International Logo Competition Design Brief

Name to incorporate in the logo

Full name: Global Knowledge Partnership on Migration and Development
or
Acronym: KNOMAD

Description of the organization

The Global Knowledge Partnership on Migration and Development (KNOMAD), currently under inception, will be a global hub of knowledge creation, knowledge sharing and policy expertise aimed at enhancing the beneficial impact of migration on global development and addressing migration challenges for sending and receiving countries. It will also provide technical assistance to sending and receiving countries. KNOMAD is administered and operated by the World Bank.

Target audience

- Policy makers and government authorities throughout the world
- Donors
- International organizations (United Nations agencies, Global Migration Group, Global Forum for Migration and Development etc.)
- Development banks
- Migrants and diaspora organizations
- Academics and researchers
- Private Sector
- Private foundations
- Civil society organizations (CSOs)
- Media

Preferred logo types

Abstract shape, symbol or image
Full name or acronym of organization

Values to communicate

- Inclusive (encompassing developed and developing countries)
- Connector (relationships and resources)
- Analytical (with a policy orientation)
- Inspirational
- Out of the box
- Comprehensive
- Consultative
- Rigorous
- Leadership role
- Unafraid
- Open
- Non-political

Color preferences

None

Logo to be used on

- Print (business cards, letterheads, brochures, banners/posters etc.)
- Online (website, online advertising)
- Television/screen

Notes

The logo should convey movement in an inclusive, global concept

Supplied file type

Any, including PDF, JPG or artwork

Note: Fonts and colors used will be provided by the designer.