

## **Design Brief for Identity and Logo of WeAlmaty Project**

### **Background**

The project aims to increase citizens' involvement in the realisation of the Almaty 2020, which envisages Almaty's development as a smart city. The project will take place from April 2017 to March 2020, and is being implemented by the British Council, Almaty Akimat, Kazakh-British Technical University and Almaty Development Centre and is funded by the European Union.

WeAlmaty will comprise four components:

1. Create a dialogue platform by arranging forums for representatives of local government, civil society organisations and the private sector;
2. Build capacity by organising workshops and international visits for representatives of civil society organisations, local government, creative industries and social entrepreneurs;
3. Fund civil initiatives through grants to pilot projects to reduce poverty and stimulate local growth and development;
4. Share knowledge and skills acquired during the project with other regions of Kazakhstan.

### **Target Audience:**

- Government
- Civil society organisations
- Educational institutions
- Businesses
- The media
- Citizens of Almaty

### **Key Messages**

1. WeAlmaty is a platform that will combine the efforts of local government, businesses, civil society organisations, educational institutions, social entrepreneurs and creative industries to make Almaty a smart city.
2. The WeAlmaty project will help key participants to develop new skills by sharing experience in creating smart cities between Kazakhstan and Europe (particularly the UK).
3. WeAlmaty is an example of efficient co-operation of local government, educational institutions and international organisations in developing the economic and creative potential of Almaty.

### **Tasks**

- to design a logo for WeAlmaty which will reflect the idea and key messages of the project;
- to design a unique font for WeAlmaty;
- to design a Power Point template for WeAlmaty;
- to design identity materials for WeAlmaty:
  - a banner;
  - a cover image for Facebook;
  - a poster template;
  - a flyer template;
  - an A4 folder; and
  - an A5 notebook.

### **Additional Notes**

1. The logo and identity design must be in harmony with the identity of the city of Almaty and must clearly represent a connection to the city and its symbols.
2. The logo and identity design must be bright, creative and practical.
3. The logo must also reflect co-operation and synergy.
4. As WeAlmaty is funded by the European Union, the logo must be consistent with the visual identity of the European Union and all the partners of the project, including the British Council, Almaty Akimat, Kazakh-British Technical University and Almaty Development Centre. The logos of the partners can be seen here: <https://www.britishcouncil.kz/we-almaty>.

**Deadlines**

Applications must be submitted by 31 July 2017.

If you willing to apply, please send brief information about yourself, the approximate price for the work specified in the design brief and a link to your portfolio at [communications@kz.britishcouncil.org](mailto:communications@kz.britishcouncil.org) by 18.00 on 12 June 2017. Please note that files larger than 5 MB will not be delivered.