



MALKERNS TOWN COUNCIL LOGO AND TAGLINE DESIGN COMPETITION

Issued by:	Malkerns Town Council
Issue Date:	19 May 2025
Submission Deadline:	04 July 2025 (extended to 11 July 2025)

1. Introduction

Malkerns Town Council seeks to enhance its brand identity by redesigning its official logo and creating a tagline that reflects the Council's vision, mission, and values. As part of this initiative, the Council invites young designers below the age of 35 years to participate in the competition for a chance to showcase their creativity and contribute to the town's legacy.

2. Background

The current logo has served Malkerns Town Council for many years. However, in light of modern branding standards and the evolving identity of the town, the Council sees an opportunity to refresh its image to better align with its developmental goals. This competition provides young creatives with the chance to leave a lasting mark on the town's branding.

3. Objectives

The main objectives of this project are:

- To design a professional, unique, and visually appealing logo for Malkerns Town Council.
- To create a tagline that effectively represents the Council's vision, mission, and strategic direction.
- To engage and empower young creative professionals by providing them a platform to contribute to local government branding.

4. Eligibility Criteria

Applicants must meet the following criteria:

- i. Be aged 35 years or below.
- ii. Have a background in graphic design, branding, marketing, or related creative fields (formal education is not required but preferred).
- iii. Be able to develop and present a high-quality logo for Malkerns Town Council
- iv. Be able to develop and present tagline that meets the Council's vision, mission, and strategic direction.
- v. Be capable of submitting their design in high-resolution digital format.

5. Scope of Work

The competition requires designers to:

- i. Develop a logo concept that incorporates elements representing Malkerns Town Council. Ensure the logo is modern, professional, and recognizable.
- ii. Create a tagline that reflects the Malkerns Town Council's identity and strategic vision.
- iii. Provide a brief rationale explaining the meaning behind the design, color coding and each symbol used.
- iv. Submit designs in JPEG, PNG, and Vector Formats with specifications for print and digital use.

6. Deliverables

Participants must submit the following:

- i. Primary Logo Design (in full color).
- ii. Tagline that aligns with the Council's strategic vision.
- iii. Design Rationale (a short written explanation of the elements used in the logo and tagline).
- iv. Submission in Digital Format (JPEG, PNG, and Vector Formats)

7. Evaluation Criteria

The selection process will be based on the following criteria:

Activity	Description	Score
Creativity & Originality	Unique design concept and innovation	30%
Relevance	Alignment with the Council's strategic direction, mission and vision.	25%
Technical Execution	Professional presentation, color usage, and typography	15%
Timelessness & Versatility	Logo should stand the test of time and remain relevant for years to come; Ability for the logo to be used across different mediums (print, web, signage, etc.) Ability to appear on solid color backgrounds, alongside third party logos or branding isn't yours.	15%
Impact	Clarity and emotional connection to the community	15%

8. Timelines

Activity	Date
Launch of Competition	16 May 2025
On Site Briefing Meeting (We will clarify on the Prizes during this meeting)	27 May 2025 at 10 AM
Deadline for Submissions	4 July 2025 (extended to 11 July 2025)
Evaluation Date	14 - 18 July 2025
Announcement of Winner	31 July 2025

9. Recognition and Prize

- i. The winning logo will receive a prize Money and be officially adopted by the Council.
- ii. The winning Tag Line will also receive prize money and be officially adopted by Council.
- iii. Designers should be cognizant that the winning Logo may be different from the winning Tag Line, meaning, one designer may be awarded the winning logo and another be awarded the winning Tag Line.

10. Submission Guidelines

- i. All entries must be submitted electronically via email to enquiries@malkerns.co.sz
- ii. Each participant may submit up to two logo designs.
- iii. Each participant may submit up to two logo tag lines.
- iv. Contact details should be included in the submission.
- v. Late entries will not be accepted.

11. Contact Information

For inquiries and additional details, please visit the **Malkerns Town Council website and Facebook page** or contact:

Malkerns Town Council
Box 100
Malkerns
Phone: 25283298/3398
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