



CALL FOR ICASA 2023 LOGO

BACKGROUND OF ICASA

The International Conference on AIDS and Sexually Transmitted Infections in Africa (ICASA) is a major and only bilingual international AIDS conference which takes place in Africa. It is a biennial conference which alternates between Anglophone and Francophone African countries. ICASA has been organized for 30 years now to mitigate the impact of HIV/AIDS, Tuberculosis, Hepatitis and Malaria, and the debilitating effects which these diseases have on our communities, where there is no stigma and discrimination against PLHIV and their families, and where social justice and equity to accessing treatment prevails. So far ICASA has been hosted in (15) fifteen countries with more than 100,000 direct participants. The last ICASA was held in Durban, South Africa in 2021 with 4025 delegates in attendance, 78 abstracts were selected for oral presentation and 384 abstracts were selected for virtual poster exhibition out of a total of 1601 abstracts received. ICASA awarded 1238 scholarships to attend the conference and provided 1144 scholarship recipients virtual access to the conference.

According to the Joint United Nations Programme on HIV/AIDS (UNAIDS), Zimbabwe has made great progress in the response to HIV over the past decade. It is estimated that 1.2 million of the 1.3 million people living with HIV in the country are now on life-saving medicines. AIDS-related deaths have decreased by 63% since 2010, with new HIV infections down by 66% over the same period. After ICASA 2015 Zimbabwe, ICASA 2023 Zimbabwe will be an excellent opportunity to assess, review and promote inter-sectoral achievements in the AIDS response and to strengthen the partnership among governments, civil societies, scientists, and development partners towards 95-95-95 and ending AIDS by 2030. ICASA 2023 is expected to convene more than 10,000 delegates from nearly 150 countries, including more than 200 journalists around the globe. The 22nd edition of ICASA will be held from 4th to 9th December 2023 in Harare, Zimbabwe. The Society for AIDS in Africa (SAA), the organiser of ICASA, with more than 5,000 memberships in 56 countries, is organising ICASA 2023 in collaboration with the Government of Zimbabwe, jointly with international and local partners.

I. PURPOSE FOR THE DESIGN

After the selection of Zimbabwe to host ICASA 2023, from 4th to 9th December 2023, the organisers of ICASA with an all-inclusive approach are calling for a bid to design the logo of the 22nd edition of ICASA. **The ICASA 2023 logo should reflect the host country's values, the SDGs, the 95-95-95 goal and the end of AIDS by 2030.**

OBJECTIVE:

The ICASA organisers are desirous to get a brand identity for the upcoming 22nd ICASA. To get the best and appropriate logo for ICASA 2023 Zimbabwe, the organisers are launching this contest for a creative logo for the conference. The ICASA organisers to encourage the designer of the best logo, are offering an award of 500 USD.

The contest is open to all Africa countries. However, artiste mainly PLHIV, youth, young girl and adolescents and key populations are most encouraged to participate in this contest.

The SAA permanent Secretariat/ICASA International secretariat base on the above mentioned, will shortlist 10 best proposals of ICASA logo and this will be presented at the ICASA 2023 1st International Steering Committee meeting which will be held on 17 - 18 November 2022 in Victoria Falls for the final selection.

Are you an artist, illustrator, graphic designer, or just have an aptitude for branding? Do you want your logo design to be seen by over 10,000 ICASA Delegates around the world? Would you like to attend our event to see your logo in action? Send us your design!

We are not judging based on who has the most perfect finalized design, but on who has the most developed concept.

PROJECT DETAILS:

Good luck.

Project start date:	17 th October, 2022
Project submission deadline:	10 th November 2022
Logo Name:	ICASA 2023 Zimbabwe
Final Logo Format:	Vector File (Adobe illustrator or Corel Draw)
Logo Type:	a. Horizontal b. Vertical
Final Logo should appear in the following:	a. Black & White b. Reversed logo c. 2-3 colour (primary and secondary) d. State catalog of colours (CYMK, RGB, Web, PMS Codes (Pantone Matching System Colour Chart))

	e. Logo on one colour background
Font Typeface	a. Licensed Fonts (Primary and Secondary) b. Alternative font typeface c. Zipped and Attach fonts used for the logo
Languages:	a. English b. French
Brand Statement:	One paragraph description of the logo
Logo Key Message:	Brand phrases and tagline
Link for Submission:	https://bit.ly/3rMD0rx

FORM (To be filled by the designer)

NAME OF THE PROJECT	
NAME OF THE DESIGNER	
CONTACT DETAILS (NAME, COUNTRY, TELEPHONE, EMAIL ADDRESS, ADDRESS OF CONTACT PERSON, AND/OR MANAGER IF OTHER)	
DATE OF SUBMISSION	PLANNED START AND END DATE

NB: after the logo submission, the winner will be announced on the 19th of November 2022 at a Press conference of ICASA 2023 first Steering committee meeting which will be held in Victoria Falls, Zimbabwe.

The selected applicant will receive a full scholarship to attend the ICASA 2023 Conference.