

Logo Design – Some suggestions/ideas from the Project Partners

WORDS related to “Challenging the Crisis” Project:



- Change (Create a new economic and financial culture at the service of civil society | Radical Economic Change | Run Against the Speculative Finance | Economy of Common Goods)
- Energy
- Activism & Participation & Citizenship
- Youth (community of young players)
- Global Interdependences
- Cooperation & Solidarity (New Europe in Solidarity)
- Empowerment (Taking control)
- Confront the crisis
- Justice
- Happiness
- Strength
- Rights
- Vision (Citizens’ Future)
- Development
- Development Education
- Creativity
- Work

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VALUES conveyed with the Project:

- Optimism (alternatives are possible)
- Action (the thought that we can do something - not just reactionary but pro-active - even though many of us feel powerless)
- International Solidarity (this is a shared world, we are all in it together, cooperation, overcoming isolation, promoting inclusiveness)
- Accountability (sense of responsibility)
- Responsibility (in the sense of active involvement)
- Equality
- Global Justice
- Inclusive and Global Citizenship
- Fight Against Poverty
- Social Cohesion
- Cooperation
- Creativity



What the Project Partners think is unique about this Project:

- **Active involvement of European Youth** (Youth as agents of change and activity | It encourages young people to see the links between local and global issues – how what happens here impacts elsewhere and vice versa.)
- **Tackling the economic crisis from the point of view of youth**, which is moving toward CONCRETE PROPOSALS FOR CHANGE, that touches the structural causes of the crisis and the impoverishment, through a process of AWARENESS.
- **Challenges us all to act and do something** (in many cases the so-called PIIGS countries are used to having things ‘done to us’. This Project is about changing this mindset; that we can take control. It also reminds us that we can come together – and not simply through Heads of State but also young people. The idea that unity brings strength)
- **Challenges the framework of this crisis** (we are encouraged to ask ‘Who says it’s a crisis? ‘Who sets the agenda? and ‘Who benefits from generating fear/anxiety related to the crisis?’)
- **Enhances understanding of the global framework in which we are operating** and creates clear channels for action to influence policy/opinion makers regarding the type of world/society we want to live in e.g. via a European Citizens Campaign (ECI) and work with journalists
- **Alliance of indebted countries** to work with youth on topics such as debt, policy coherence, etc. so-called "PIIGS" partners working with development education tools to encourage youth participation in times of crisis for all partner countries.

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TARGET GROUP of the Project:

The primary target group are young adults aged 18-25 years old and will reflect some diversity (as a group) and needs to be aware of the ethos and values related to social justice, community development, development education etc. and able during the Project to convey and communicate this ethos (particularly aiming for inclusion, not elitism).

Sample Target Group 1

A young man / woman from 20 to 31 years old, studying or recently graduated, looking for their first job, disenfranchised, not very active or not knowing how to act but that would like to become active, but doesn't have economic possibilities or is too sceptical and busy with loads of different things in mind. It may not be used to work as part of a team. He/She is handy with social media, Facebook, blogs etc, uses lots of internet.

Sample Target Group 2

A young man / woman from 20 to 31 years old, studying or recently graduated, looking for their first job, actively involved in community & politically aware, wants to make a change on a local & global level of how society works. He/She has also done voluntary overseas and in an association of international solidarity. He/She is handy with social media, Facebook, blogs etc, uses lots of internet. He/She sees the impact of the crisis every day in his local community and knows people/family/friends who have been negatively affected by the crisis by unemployment, emigration etc. She/He is very interested in issues related to how the world works, government, society etc. and is able to see the links between the issues faced by young people in their country and young people in the Global South and wants to explore ways that young people can influence change at a societal level (local/global). She/He is interested in engaging more in these issues, and would really benefit from meeting people outside of his/her community and from the other Project partner countries to get new knowledge and tools to activate himself/herself.

ELEMENTS AND COLORS we would like to see in the logo:

- Red, Orange and warm & bright colours in general - which would also remind us of movement and energy; [important to consider the colours that print well, are easily read by people e.g. colour-blind – green particularly bad for this];
- Smart yellow using initials of the title: clear and simple;
- Fun and engaging, appealing to young people (we may pilot some options with young people in advance);
- The words 'Challenging the Crisis' should be incorporated into the logo;

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Challenging the Crisis – Promoting Global Justice and Citizens’ Engagement in a Time of Uncertainty

- Something that represents a fight for a better world - a logo somewhat confrontational, but is also optimistic and positive;
- It should look clean (not too much distraction);
- It should make you want to be part of something;
- Some symbols which come to mind are a ripple effect, a spiral or a pulse (working its way through a shape or a group);
- As ‘crisis’ is a Greek word, perhaps we could use a Greek symbol/letter in the logo - ‘crisis’ means both danger and opportunity/decision. We would like the logo to somehow portray this, i.e. that a crisis can become an opportunity or is a ‘tipping point’ for change;

From <http://en.wiktionary.org/wiki/crisis> - ‘From Ancient Greek κρίσις (krisis, “a separating, power of distinguishing, decision, choice, election, judgment, dispute”), from κρίνω (krinō, “pick out, choose, decide, judge”).

DON'Ts:

- Dramatization/Sensationalist, Pitiful/Charitable
- Images
- Black Colour
- Not another "green" project logo! (no greens or blues)
- Not very "executive" as brand name (the logo should not look too ‘institutional’)
- We don’t want the logo to be static and not focused solely on Europe.
- We do not want to use pigs as a symbol for PIIGS

Examples of LOGOS WE LIKE:



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