



## CALL FOR ICASA 2025 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. The Society for AIDS in Africa, the custodian of ICASA is celebrating its 35<sup>th</sup> year anniversary in 2025. The International Conference on HIV and STIs in Africa is the largest and incredible platform 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 Harare, Zimbabwe in 2023 with 8118 delegates in attendance, 78 abstracts were selected for oral presentation and 815 abstracts were selected for virtual poster exhibition out of a total of 2600 abstracts received. ICASA 2023 awarded 717 scholarships to participants to attend the conference and provided 1571 virtual access. ICASA 2025 is expected to convene more than 10,000 delegates from nearly 150 countries, including more than 200 journalists around the globe. The 23<sup>rd</sup> edition of ICASA will be held from **3<sup>rd</sup> to 8<sup>th</sup> December 2025**. The Society for AIDS in Africa (SAA), the organiser of ICASA, with more than 5,000 memberships in 56 countries, is organising ICASA 2025 in collaboration with international and local partners.

The SAA is calling all designers to propose a creative logo for ICASA 2025 Accra, Ghana.

### I. PURPOSE FOR THE DESIGN

After the selection of Ghana to host ICASA 2025, from 3<sup>rd</sup> to 8<sup>th</sup> December 2025, the organisers of ICASA with an all-inclusive approach are calling for a bid to design the logo of the 23<sup>rd</sup> edition of ICASA. The ICASA 2025 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 23<sup>rd</sup> ICASA. To get the best and appropriate logo for ICASA 2025 Ghana, 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 based on the above mentioned, will shortlist 10 best proposals of ICASA 2025 logo and this will be presented at the ICASA 2025 1<sup>st</sup> International Steering Committee meeting which will be held on 28- 29 November 2024 in Accra 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 contribute to the fight against HIV through your design? 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.

<b>Project start date:</b>	8 <sup>th</sup> October, 2024
<b>Project submission deadline:</b>	8 <sup>th</sup> November 2024
<b>Logo Name:</b>	ICASA 2025 Ghana
<b>Final Logo Format:</b>	Vector File (Adobe illustrator or Corel Draw)
<b>Logo Type:</b>	<ul style="list-style-type: none"> <li>a. Horizontal</li> <li>b. Vertical</li> </ul>
<b>Final Logo should appear in the following:</b>	<ul style="list-style-type: none"> <li>a. <b>Black &amp; White</b></li> <li>b. <b>Reversed logo</b></li> <li>c. <b>2-3 colour (primary and secondary)</b></li> <li>d. <b>State catalog of colours (CYMK, RGB, Web, PMS Codes (Pantone Matching System Colour Chart))</b></li> <li>e. <b>Logo on one colour background</b></li> </ul>
<b>Font Typeface</b>	<ul style="list-style-type: none"> <li>a. Licensed Fonts (Primary and Secondary)</li> <li>b. Alternative font typeface</li> <li>c. Zipped and Attach fonts used for the logo</li> </ul>
<b>Languages:</b>	<ul style="list-style-type: none"> <li>a. English</li> <li>b. French</li> </ul>
<b>Brand Statement:</b>	One paragraph description of the logo
<b>Logo Key Message:</b>	Brand phrases and tagline
<b>Link for Submission:</b>	<a href="https://bit.ly/icasa2025">https://bit.ly/icasa2025</a>



**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 29th of November 2024 at a Press conference of ICASA 2025 first Steering committee meeting which will be held in Accra, Ghana. The selected applicant will receive a full scholarship to attend the ICASA 2025 Conference.**