



LOGO DESIGN CONTEST

HealthTech: Platform for Dialogue and Action on Health Technologies in Africa



\$400 Prize



Send your logo entries to: elizabeth.ndegwa@afidep.org; ernest.tambo@afidep.org



Deadline: 15th July 2021 @ 12.00 PM East African Time

Name on Logo:
HealthTech

Our Slogan (or Tagline):
Promoting dialogue and action on health technologies in Africa

What we do: The Health Tech Platform is an African-driven dialogue and action platform that will facilitate informed, objective, inclusive and balanced discussions on the design, development and use of transformative technologies and tools (TTs), to address key health challenges in sub-Saharan Africa.

The new platform will increase Africa's voice and leadership, as well as policy commitment and action on transformative health technologies, enabling widespread use of those proven to be safe and effective to transform disease trajectory or enable services to reach isolated geographical areas for quality health delivery and economic growth.

The established Health Tech Platform will ensure that Africans are meaningfully involved in driving conversations and action on the need for, and effectiveness of transformative tools and technologies in addressing the continent's health challenges. The initiative uses multi-pronged dialogue and action approaches and tools to engage and sustain a wide range of stakeholders at national, regional and global level.

AFIDEP



Industry: Miscellaneous

Things to communicate through the logo design

- Africa driven HealthTech platform for Dialogue and Action
- TTs health benefits for African populations
- Platform for evidence sharing and policy decisions
- African-led voices, participation and contribution for wellbeing

The target audience

Industry: Research, health/medicine, public/private organizations

Occupation: Policymakers, scientists, academics, ethicists, gender experts, media/journalists, and civil society actors and Public.

Interest: Conducting TTs R&D (Research & Development) to generate innovative or evidence health solutions for the benefit of vulnerable communities

We like these fonts, colors and style

- A logo that has both an image and type-based design
- The use of blue and white in the font and/or graphic
- Clean and smart look
- Message conveyed by a symbol

A graphic that accounts for:

- Platform for dialogue and action on TTs development and use
- African voices and participation platform
- Evidence health advocacy and decisions-making policy and practice

Our design will be used on

(Web) (Social media/ Print media) (Billboards & Signs) (Television/Radio)

About AFIDEP

AFIDEP aspires for an Africa where evidence transforms lives. AFIDEP works towards systemic actions that drive a cultural shift from low or sporadic evidence use to a setting where evidence is actively sought and used routinely in public policy decision-making so that the right investments are made towards the transformation of people's lives for the better.

Please note that the Institute full name – Africa Institute for Development Policy (AFIDEP) - does not necessarily have to be within the logo.

Learn more on - <https://www.afidep.org/programme/health-tech-platform-htp/>

Contacts - Email: htp@afidep.org **Follow us:** Twitter: @htp_Africa

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