

Call for ideas

Design contest for the Afghan Fund logo and visual identity

Interested parties are invited to submit an application package to info@afghanfund.ch by May 31, 2024.

By participating to the contest, the participant acknowledges and accepts the conditions of the design contest, including with regards to the logo ownership rights in case he/she is selected.

This contest is governed by Swiss substantive law, to the exclusion of provisions of private international law. Any dispute arising in relation to this contest shall be submitted to the exclusive jurisdiction of the courts of the Canton of Geneva, Switzerland.

THE FUND FOR THE AFGHAN PEOPLE

The Fund for the Afghan People (the Afghan Fund) was established in September 2022 as a not-for-profit foundation in Geneva, Switzerland, to protect, preserve, and—on a targeted basis—disburse its assets for the benefit of the Afghan people. These disbursements are intended to help address the acute effects of Afghanistan’s humanitarian and economic crises by supporting Afghanistan’s macroeconomic and financial stability, thereby benefiting the Afghan people. The funds set aside for the Afghan Fund initially constituted USD 3.5 billion in Afghan central bank reserves, and as of December 2023 its assets have surpassed USD 3.7 billion with investment earnings.

The Afghan Fund is governed by the Board of Trustees, comprised of representatives from the U.S. government, the Swiss government, and two Afghan economic experts. The Fund is staffed by an Executive Secretary, who reports to the Board, executes the Board's decisions, and coordinates the Fund's activities on behalf of the Board.

THE AFGHAN FUND LOGO

The Afghan Fund Board, in its most recent meeting on January 29, 2024, identified the need for the Afghan Fund to have its own visual identity, which could be used in the communications materials produced by the Fund and on its website (www.afghanfund.ch). The Board agreed to launch a competition to produce a logo and visual identity.

The logo needs to reflect the scope of activities carried out by the Afghan Fund, its not-for profit nature, and its connection to Afghanistan and its people.

Contest participants are invited to submit an application package, consisting of:

- (i) The logo in different sizes (at least a square version without text and a rectangular version), saved in a graphic file format (AI or EPS);

Fund for the Afghan People

route de Frontenex 86, 1208 Geneva, Switzerland

- (ii) A color palette (RGB or HEX color codes);
- (iii) A display font (used in the logo and some headings) and a text font (used everywhere else);
- (iv) A short description of the concept underlying the proposed logo and visual identity (500 words maximum).

SELECTION PROCESS

The competition is open to any profession and any nationality, but Afghan nationals are strongly encouraged to apply.

The Board will select the winner from among the submissions received by the above-mentioned deadline. No compensation will be offered.

LOGO OWNERSHIP RIGHTS

By participating in this contest, the participant acknowledges that, if he or she is selected, the logo (including any modifications and improvements) and any intellectual property rights related thereto (including all applications and rights to apply for any of the foregoing, as well as extensions, and renewals, anywhere in the world) shall be exclusively owned by the Afghan Fund. In such case, the participant automatically assigns to the Afghan Fund all of his or her rights, title and interest in and to the logo. In the event the assignment contemplated shall not be effective for any reason, the selected participant grants to the Afghan Fund an exclusive, worldwide, royalty-free, fully paid-up, irrevocable, perpetual, transferable and sub-licensable license in and to the logo for any purpose. To the extent permitted by applicable law, the selected participant also irrevocably waives the enforcement of his or her moral rights, including the right of paternity, and all claims and causes of action of any kind with respect to such rights.