

MALAWI SCHOOL OF GOVERNMENT

DEVELOP A CORPORATE IDENTITY (CI) COMPETITION

Date: 1st March, 2023.

The Government of Malawi established the Malawi School of Government (MSG), a statutory organization, by merging the Malawi Institute of Management (MIM) and Staff Development Institute (SDI) as part of the public service reforms. The School has been established by an Act of Parliament No. 33 of 2022 which came into force on 1st December, 2022.

The mandate of the School as stipulated by the Act is “to develop and deliver human resource development programmes to build capacity for the public service and the private sector”

The specific functions of the School include the following:

- a) To provide training, consultancy, research and advisory services designed to inform
 - i. inform public policy;
 - ii. promote national development;
 - iii. promote patriotism, honesty, integrity, hard work, transparency and accountability in the public service and private sector.
- b) To promote continuous learning
- c) To encourage pride and excellence in the public service
- d) To facilitate the development of think tanks and networks to nurture leadership
- e) To develop linkages and collaborations with institutions of higher learning
- f) To conduct mandatory induction, refresher and promotional courses
- g) To conduct demand driven specialized training
- h) To promote public awareness on issues related to public sector management, and the role of government

The School shall also offer various management courses at degree, diploma, and certificate levels.

As part of developing its Corporate Identity (CI), Malawi School of Government has organised a competition for the design of a logo, corporate colours and brand manual.

OBJECTIVE OF THE COMPETITION

To develop Corporate Identity that will cover Logo, Corporate Colours and Brand Manual.

DELIVERABLES

- a) Logo

- b) Corporate Colour Palette
- c) Brand Manual

REQUIREMENTS

- a) The **Logo** should depict mandate of the Malawi School of Government which is to develop and deliver human resource development programmes to build capacity for the public service and the private sector.
- b) The Logo should be eye-catching.
- c) **Corporate colours** should reflect the mandate of Malawi School of Government.
- d) **Brand Manual** should provide details of visual identity with rules and guidelines for public-facing communication.

COMPETITION RULES

- a) Entrants must submit only **one** entry for all the 3 deliverable items.
- b) All submitted work **must be original work** of the entrant(s) and **must** not include, or be based on, or derived from any pre-existing or third-party designs, logos, trademarks or copyright images.
- c) All entries will be property of Malawi School of Government. Thus, by submitting an entry, each entrant agrees that all intellectual property rights are deemed assigned to Malawi School of Government.
- d) Malawi School of Government has the right to modify the Logo to better fit the needs of the School.
- e) The decision of the Selection and Evaluation Committee shall be final.

ELIGIBILITY

The competition is open to **Marketing & Communication Agencies, Individual Graphic Designers, and the general public.**

PRIZE

The winner will go away with K1,300,000 distributed as follows;

- a) Logo- MwK750,000.00
- b) Corporate Colour Palette- MwK300,000
- c) Brand Manual- MwK250,000

SUBMISSION

Submission should be in full colour on a CD and printed in a sealed envelope clearly marked '**DEVELOP A CI COMPETITION**' and submitted in a Tender Box at The Office of Director General, Malawi School of Government, Kanengo Campus, P.O. Box 30801, LILONGWE 3 **OR** at The Office of Acting Campus Director, Malawi School of Government, Mpemba Campus, Private Bag 1 MPEMBA, BLANTYRE. Closing date of receiving submissions is **3rd April, 2023.**

FOR FURTHER DETAILS, PLEASE CONTACT

The Marketing Manager

Cell: +265 992 279 909

Email: fnamonde@mim.ac.mw ; info@mim.ac.mw; fnamonde@gmail.com