

Introduction






The Medical Assistance Program International, a member 24 African, American and Caribbean conglomerate, **Transition Good**, kindly requests the artistic public to produce high quality logo for one of its affiliates in Africa. This logo is a trademark and for **Investment that Measures (Items 27)**. Early entries are appreciated. Background checks will be conducted to ensure compliance to local and international standards and best practices. This includes ensuring that the logo is not a duplicated and is not being used by other existing institution.

Background of ITEMS 27

In early 2016, an idea to improve performance, compliance, supervision and quality assurance measures in investments was highlighted as a key challenge to many investors and government agencies. A meeting, held in San Diego, California, rejuvenated the value for money and necessity of accountability for both public and private funding. At the end of the meeting, it was agreed that ITEMS 27 serves as a platform to ensuring quality approaches of projects and programs form part of project cycle management among the conglomerates. Evidence-based investments across core indicators of health, agriculture and food security, education and good governance stamp forward direction of this effort. The goal of ITEMS 27 is to support investment and development programs that are informed by evidence and quality results-based initiatives. The objective is to support and enhance investment through research. **Items 27** is an acronym for Investment that Measures.

Description of logo

The logo sought, is expected to be a high quality one, incorporating all narratives. This includes color quality, reliability, simplicity and plausibility of above objectives of ITEMS 27. Please send five draft logos from which we could select one. The **entrants are encouraged to be very creative**. The below chat could be helpful in your submission of entries and this is purely a **SAMPLE**:

| Logo Ranking | Logo here(sample) | Dimension | Done in which program | Plausibility | When it will be delivered | Cost\$ |
|--------------|---|-----------|-----------------------|---------------------------------|---------------------------|--------|
| Logo #1 |  | 4x2dpi | Piece graphic | A tree representing nature | In the next 20 days | \$__ |
| Logo #2 |  | 8x3dpi | Jpeg | A magnifier of expansion | A week from agreement | \$__ |
| Logo #3 |  | 3x2dpi | watermark | Leaves of love | 24 days | \$__ |
| Logo #4 |  | 4x4dpi | Fire shoot | Arches representing movies | One week | \$__ |
| Logo #5 |  | 2x3dpi | Coral | Necktie representing dress code | 15 days | \$__ |

Address entities to CPM &Team Leader, in a sealed envelope, if delivered hard copy, MAP Liberia, Congo Town Back Road, opposite the late Joe Tate’s Residence. You can email your entries to tborwah@map.org or borwahthomas@yahoo.com. Deadline for entries is June 27, 2018. MAP will only consider, shortlist and call, for further negotiation, entrants that adhere to minimum requirements. Individuals and registered entities are encouraged to submit entries.