

# Youth Excel Logo Design Competition: Partner Communications Toolkit

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**Hashtag:** #YouthExcel

[Youth Excel](#) is a five-year program funded by USAID and implemented by IREX and its “Our Knowledge, Leading Change” consortium. It is a global program that empowers young people and youth organizations to use implementation research to strengthen local, national, and global development solutions.

Since youth are active players and equal decision makers in the development process and can contribute positively to development at various levels of society, Youth Excel is reaching out to them to take part in creating the brand identity for the project through a logo design competition.

The competition aims to challenge youth (18-35) years old to capture the identity, vision, and purpose of Youth Excel project by designing a logo that that can be used online (social media, websites, email etc.) and offline (collaterals, visibility items etc.) and other communications platforms.

The winner of the competition will receive an iPad mini along with a service contract to do further work with Youth Excel. This includes the creation of the other brand identity elements for Youth Excel including, but not limited to, flyers, banners, social media graphics, website, email etc.

The winners of the second and third place of the competition will also receive an iPad mini.

IREX has launched the competition on its Facebook and Twitter accounts on 13 January 2021 and we ask our partners to support us by reposting and retweeting the competition on their social media accounts.

## Sample Social Media Posts:

*The below posts are suggested ones to use as the launch, reminder, closing and announcements posts for the Youth Excel Logo Design Competition. Feel free to edit them as you deem suitable and please ensure tagging consortium partners in all the posts while incorporating the hashtag #YouthExcel where suitable.*

- **Competition Launch Post on 13 January 2021**

### **Facebook & LinkedIn:**

*Calling all youth around the world!*

*IREX and its consortium partners are running a competition to design a logo for the USAID funded #YouthExcel project and invite all interested youth (18-35 years old) worldwide to take part in the contest!*

*The logo is expected to capture the identity, vision and objective of the Youth Excel project and connect us with our audience.*

*To submit an entry, please send your design to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can access [here](#). See [here](#) for the creative brief and the competition guidelines.*

*Play your part in amplifying youth voices and get a chance to win an iPad mini and a service contract. Second and third place winners will also receive an iPad mini!*

*Deadline to submit your entries is 2 February 2021. Winners will be announced on IREX social media pages.*

**Twitter:**

*Calling all youth (18-35 years old) around the world!*

*IREX and its consortium partners are running a competition to design a logo for the USAID funded #YouthExcel project!*

*See [here](#) for the creative brief, competition guidelines and the prize! Play your part in amplifying youth voices around the world by submitting your design to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can download [here](#).*

*Deadline is 2 Feb 2021. Winners will be announced on IREX social media pages.*

**Instagram:** (Please insert the link (<https://bit.ly/3smUE4b>) in your bio if possible)

*COMPETITION TIME! \*Trophy Emoji\**

*IREX and its consortium partners are inviting all youth (18-35 years old) worldwide to participate in the logo design contest for the USAID funded #YouthExcel project.*

*Submit your design in the link in our bio and play your part in amplifying youth voices around the world. Winning design will receive an iPad mini and a service contract. Second and third place winners will also receive an iPad mini!*

*Deadline is 2 Feb 2021 and winners will be announced on IREX social media pages.*

- **Reminder Post on 20 January 2021**

**Facebook & LinkedIn:**

*IREX and its consortium partners invite all youth (18-35) years old to participate in the USAID funded #YouthExcel project logo design competition!*

*Submit your entry to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can download [here](#) and get a chance to have your design used across the globe to empower youth.*

*Winner will also receive an iPad mini and a service contract.*

*Results will be announced on IREX social media pages.*

**Twitter:**

*IREX and its consortium partners invite all youth (18-35) years old to participate in the USAID funded #YouthExcel project logo design competition!*

*Submit your entry to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can download [here](#) and get a chance to play a part in empowering youth around the world!*

*Winner will also receive an iPad mini and a service contract.*

**Instagram:** (Please insert the link (<https://bit.ly/3smUE4b>) in your bio if possible)

*Don't miss the chance to play a global role in amplifying youth voices!*

*If you are between the ages of 18-35 years old, enter the #YouthExcel logo design competition by submitting your design in the link in our bio!*

*Winning design will also receive an iPad mini and a service contract.*

*Deadline is 2 Feb 2021 and winners will be announced on IREX social media pages.*

- **Reminder Post on 27 January 2021**

**Facebook & LinkedIn:**

*One more week until the end of the competition!*

*To all interested candidates (18-35 years old), participate in the USAID funded #YouthExcel logo design competition by submitting your design to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can download [here!](#)*

*Winners will be announced on IREX social media pages.*

**Twitter:**

*One more week until the end of the competition!*

*To all interested candidates (18-35 years old), participate in the USAID funded #YouthExcel logo design competition by submitting your design to [excelyouth@irex.org](mailto:excelyouth@irex.org) along with the application form which you can download [here!](#)*

*Winners will be announced on IREX social media pages.*

**Instagram:** (Please insert the link (<https://bit.ly/3smUE4b>) in your bio if possible)

**REMINDER!**

*One more week until the end of the competition!*

*Submit your logo design for the #YouthExcel logo competition now using the link in our bio!*

- **Competition Closing Post on 2 February 2021**

**Facebook & LinkedIn:**

*#YouthExcel Logo Design Competition submission has now closed. Thank you for your participation.*

*The competition results will be announced on IREX social media pages.*

**Twitter:**

*The #YouthExcel logo design competition submission has now closed. Thank you for your participation.*

*The competition results will be announced on IREX social media pages.*

**Instagram:**

*UPDATE: Competition Closed!*

*Thank you to all who submitted their designs for the #YouthExcel logo design competition.*

*The results will be announced on IREX social media pages. Good luck to all!*

- **Winner Announcement Post on TBD**

**Facebook & LinkedIn:**

*\*Winner Announcement! \**

*We are pleased to announce that the winner of the USAID funded #YouthExcel project logo design competition is XXXX! Please join us in congratulating XXXX on winning the logo design!*

*After receiving many creative and inspiring designs, we have also selected XXX's logo to be the second-place winner and XXXX the winner of the third place!*

*Thank you to everyone who participated!*

**Twitter:**

*We are pleased to announce that the winner of the USAID funded #YouthExcel project logo design competition is XXXX!*

*After receiving many creative designs, we have also selected XXX's logo to be the second-place winner and XXXX the winner of the third place!*

*Congratulations to all!*

**Instagram:**

*\*Winner Announcement! \* Trophy Emoji\**

*Congratulations to XXXX for winning the #Youth Excel logo design competition!*

*After receiving many creative and inspiring designs, we have also selected XXX's logo to be the second-place winner and XXXX the winner of the third place!*

*Congratulations to everyone!*

**Timeline:**

Competition Kick-Off	Entries Submission	Rolling basis shortlisting of Logo designs	Three Finalists Selection	First place winner selection by USAID	Winner and runners-up Announcement
13 <sup>th</sup> Jan 21	13 <sup>th</sup> Jan – 2 <sup>nd</sup> Feb 21	13 <sup>th</sup> Jan – 2 <sup>nd</sup> Feb 21	3 <sup>rd</sup> Feb 21	4 <sup>th</sup> Feb – 18 <sup>th</sup> Feb 21	March 2021

**Youth Excel Staff Contact:**

Youth Excel E-mail: [excelyouth@irex.org](mailto:excelyouth@irex.org)

## Graphics:

Find further social media assets [here](#).