

Job Type:

Logo

Name Your Project:

Kwanzaa Crawl

Brief:

Operation Mobilize needs a cool, sleek, logo for Kwanzaa Crawl, a bar crawl that will take place in Brooklyn and Harlem, tentatively scheduled for Dec. 26, 2017. The bars/restaurants/lounges participating in Kwanzaa Crawl will consist entirely of black and brown owned businesses in Brooklyn and Harlem, as Operation Mobilize is a community resource group committed to helping people of color achieve economic empowerment by creating initiatives that enable us to effectively support one another.

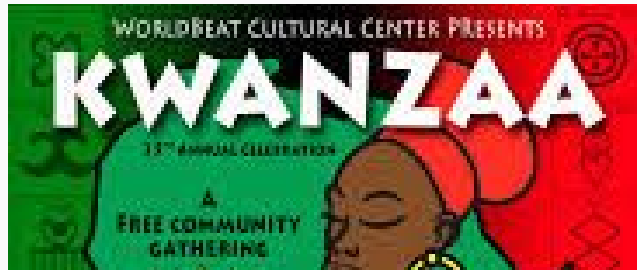
Why Kwanzaa?

Kwanzaa is a non religious holiday created by black people for black people. It focuses on achieving unity, being able to define and speak for ourselves, as well as encouraging cooperative economics---specifically, building and maintaining our own stores, shops, and other businesses and profiting from them together, amongst other things.

Logo Requirements:

- The name of the event is “Kwanzaa Crawl.”
 - The imagery should include a logo/visual that represents Kwanzaa and/or drinking.
 - E.g. One of the Kwanzaa symbols is a unity cup, so that may be a clever way to combine them both.
- Location info
 - Should include one option that states “Brooklyn” and one for “Harlem”
- Date
 - The exact date is tentative, so perhaps “Dec(ember) 2017” or something like that would be best for now.
- Style & Font
 - Logo should feel very sleek and clean
 - Should feel African in some way, i.e. wide block letters, skinny tall letters, or Kente
 - e.g.

Något nytt på gång?
Tanzania
 Open Collection
 Sculpture & Painting
NATURE
 influence
 Musée Africain



- Colors should be Kwanzaa colors---red, black, green, and potentially pops of yellow/gold
 - I like the idea of the “A” in “Crawl” being a unity cup



■ e.g.

- Perhaps if one of the words could be in African print, that’s kind of cool, too.



■ E.g.

- Would like to see options with “Operation Mobilize presents” and one without
 - [Operation Mobilize Logo](#)

Example Logos





PUB
CRAWL
COPENHAGEN

Santa
Mile

