

Client: NAHA

<https://naha.ae/>

<https://www.instagram.com/naha.social/>

SCOPE OF WORK

Developing “naha” Brand Architecture AND Design options for Sub logos under “naha”

Brief:

NAHA, an environment engagement platform owned by the Environment Agency - Abu Dhabi (EAD) www.ead.gov.ae is seeking proposals for the development and execution of its strategy for 2024 and beyond.

The purpose of this RFP is to identify qualified vendors who can assist us in achieving the goals of promoting environmental stewardship and sustainability through engaging initiatives and activations via the NAHA platform, www.naha.ae

About NAHA:

Environment Agency – Abu Dhabi (EAD) in 2023 have launched the NAHA environmental engagement digital platform to promote sustainability and green practices in Abu Dhabi and beyond.

The platform is designed to utilise personalised digital platforms to promote sustainability, elevate environmental awareness, and encourage green practices across Abu Dhabi and beyond.

The NAHA platform (taken from the words ‘natural habitat’) unifies EAD's key outreach initiatives, which are based on scientific information and knowledge, aiming to turn climate intentions into meaningful action in the UAE by providing the community with opportunities to participate and engage in the various programs that are part of the platform.

NAHA offers a range of tools and resources, including a personalised 'my NAHA' newsfeed and calendar; to empower individuals to adopt environmental lifestyle changes through increased awareness, event participation, and community engagement.

The e-platform includes currently more than 8 environmental programmes and initiatives, such as the Sustainable Schools Initiative (SSI), Sustainable Campus Initiative (SCI) and “Sahim” Citizen Science Programme, and other initiatives targeting youth, school students, and the community.

This digital platform will establish a coordinated effort among stakeholders to address environmental issues, especially climate change. This platform shows our commitment to environmental responsibility and our continuous efforts towards creating awareness among the community about the importance of sustainability and breaking it down into tangible actions which can be performed on a daily basis.”

“NAHA serves as an essential tool for expanding community participation and environmental awareness, leading us towards a sustainable future. (WWW.NAHA.AE)

As we step into 2024, EAD is looking to further solidifying NAHA’s position as a pivotal platform in transforming climate intentions into meaningful actions, enhancing user engagement, expanding our outreach initiatives, and integrating cutting-edge technologies to provide a seamless, informative, and interactive experience.

Target Audience:

NAHA is for everyone, but with a special emphasis on engaging the youths and ensuring they are equipped, engaged, and empowered to make a sustainable difference to the future. It's for those who recognize the urgency of our environmental challenges and are eager to play their part.

Requirements:

1- Create brand architecture page to define the sub logos for naha

- Endorsed Brands style
- Sub Brand style
- Branded House style

2- After you present the brand architecture, you need to give design options for Sub-Brands Theme (make 3 creative routes for each logo)

Each sub-brand under NAHA should have its unique theme while maintaining consistency with the overarching NAHA brand identity. **The names for the sub-brands are as follows:**

Baadr:

App "Empowering Sustainability on the Go" - Focus on the convenience and accessibility of the Baadr app in promoting sustainable lifestyles and behaviors.

Sahim:

App "Inspiring Environmental Stewardship" - Highlighting Sahim's role in fostering environmental stewardship and conservation efforts among the youth.

Abu Dhabi Nature:

"Preserving Our Natural Heritage" - Showcasing the beauty of Abu Dhabi's natural landscapes and promoting conservation efforts to protect them.

Environmental Volunteers Program:

"Unleashing the Power of Community Action" - Celebrating the contributions of volunteers in driving positive environmental change.

E-Green:

"Innovating for a Greener Tomorrow" - Spotighting innovative green technologies and solutions supported by E-Green.

Sustainable Schools Initiative:

"Educating for Sustainability" - Emphasizing the importance of integrating sustainability education into school curriculums.

Sustainable Campus Initiative:

"Transforming Campuses, Empowering Minds" - Promoting sustainability initiatives and practices within educational institutions.

Enviro Spellathon:

"Spelling Success for the Environment" - Showcasing the educational and fun aspects of the Enviro Spellathon while highlighting its environmental message.

Please read more about it from below link, **read it carefully to understand each one**
<https://naha.ae/en/Explore>

General Points to Consider:

We don't need new logo for naha and new guidelines, as its already exist, we need only creative ideas for sub brands under naha for baadr, sahim, e-green.... And so on

- **Creative Approaches for Sub-Brand Ideas:**
- Embrace creativity by exploring **3 distinct approaches for 3 different logos only, you can start with baadr, sustiable school invitative, Enviro Spellathon** to conceptualizing new sub-brand ideas for NAHA to select from then we can proceed for one direction for other logos
- Consider diverse perspectives and unconventional ideas to inspire innovative sub-brand identities.
- **Non-Traditional Branding Approaches**
- **Trendy modern logo deign, avoid classic options**
- **Try to make icon from environmental shapes like plants, brides, turtle, water and human element from naha logo letters shape but in indirect way, it should be abstract not clear letters but same shape of naha letters**
- **Use one color for logo icon**
- **Your logo has to reflect the meaning of community, environment and education**
- **Again think out of the box, avoid traditional overused shapes**
- **Logo has to be simple, very creative, modern and abstract**

Below some sample for logo style that we like but don't copy it just to let you know our style



