The Tigrai Culture and Tourism Bureau invites creative individuals, artists, designers, and institutions to participate in a Logo Design Competition aimed at developing an official logo that represents the Bureau's identity and mission.

- Posted Date: Thursday 18th, December 2025 (11 months ago)
- Closing Date: Wednesday 24th, December 2025 9:00 am (closed)
- Bid Bond:
- Location:Mekelle
- Bid Document Price:
- Bid Opening Date: Wednesday 24th, December 2025 9:30 am
- Category: Graphic Designs/

Call for Logo Design Competition

The Tigrai Culture and Tourism Bureau invites creative individuals, artists, designers, and institutions to participate in a Logo Design Competition aimed at developing an official logo that represents the Bureau's identity and mission.

Objective

To create a unique, meaningful, and professional logo that reflects Tigrai's rich cultural heritage, tourism potential, and the Bureau's vision of sustainable cultural and tourism development.

Tigrai Culture and Tourism Bureau

The Tigrai Culture and Tourism Bureau is a government institution in the Tigrai region, Northern Ethiopia, responsible for promoting and managing the region's rich cultural heritage and tourism activities. It aims to preserve, promote, and develop Tigrai's cultural heritage and tourism industry. The bureau's responsibility is essential in showcasing the region's unique historical, cultural, and natural attractions to both domestic and international tourists. It dedicates to create well-organized involvement of local community, government and non-governmental organizations for sustainable preservation, development, and promotion of historical, cultural and natural heritages of Tigrai, as well as serving efficient and effective service so that the social and economic benefits occur in improvement living standard of the community.

Vision

Realizing competitive and best tourist destination Tigrai by 2035.

Mission

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Achieving an attractive, resilient, and competitive Tigrai through preserving its core values and heritage and developing and promoting tourism resources.

Core Mandates/Responsibilities

Research, preserve, and promote Tigrai's culture, history, Nature, language, literature heritages.

Develop and promote tourism destinations at local, national, and international levels. Support community-based and pro-poor tourism initiatives.

License and supervise tourism service providers (hotels, lodges, tour operators).

Collaborate with stakeholders for cultural events, festivals, and heritage conservation.

Build capacity for tourism professionals and local communities.

Design Requirements

1. The logo should include both symbol and text Tagline

✓ "Tigrai Culture and Tourism Bureau" (English)

✓ “ቢሮ ባህልን ቱሪዝም ትግራይ” (Tigrigna)

2. Must represent Tigrai's culture, tourism, and identity

3. Should be simple, professional, and scalable

4. Submit designs in soft copy (AI, PSD, SVG, PNG, or JPEG) with high resolution (minimum 300 DPI).

5. A short logo animation (5-10 seconds)

6. Outline how the logo will be used in different applications (e.g., on business cards, websites, social media, T-shirts, Mugs).

7. Ensure that the logo is versatile and looks good in both color and black-and-white

8. Ensure logo originality and no trademark infringement.

9. Each participant may submit up to two designs.

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Submission Details

• Deadline: February 05 E.c

• Date physical presentation to committees (to be inform)

• Submission format: Digital soft copy via USB

• Physical submission address: Tigrai Culture and Tourism Bureau, Mekelle, Tigrai, Kebelle 16 in front of Photo Desta or Development Bank of Ethiopia

Reward

The best design will be selected by a professional committee.

• The winner will receive a certificate of recognition and financial reward in accordance with the Bureau's financeal capacity

• The Bureau reserves the right to make minor modifications to the selected design before official adoption.

Ownership Rights

The winning design will become the exclusive property of the Tigrai Culture and Tourism Bureau.

The Bureau will have full rights to modify, reproduce, and use the logo for official purposes.

For additional information contact us +0344401032, +251344409360, 0914 003462, 0920253944

NB.

• Only fully developed and finalized packages will be considered for evaluation.

Before the competition officially begins, the Bureau will organize a pre-discussion session for all competitors. The session on 15/04/2018 e.c 03:00 Local Time at Tigrai Culture and Tourism Bureau Hall will provide clear guidance on the Bureau's requirements and ensure that all participants share a common understanding of the expectations.

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