



DESIGN COMPETITION

As BIG LITTLE CARAVAN OF JOY CONTINUES TO GROW WE NEED TO CREATE A BRAND ALIGNMENT SYSTEM TO CONNECT CHILDHOOD NOW'S BIG LITTLE CARAVAN OF JOY AND ITS DISTINCT CONTINENTAL PROGRAMS.

BACKGROUND

Part of Childhood Now, **The Big Little Caravan of Joy (BLCJ)** is an international initiative that empowers individuals and communities through the arts, culture and play-based programming. Created in 2009 by arts educator and global child advocate Sarina Condello, The Big Little Caravan of Joy's arts programming was launched within rural communities in Africa.

Since its inception, BLCJ has provided programming to over 25,000 children in 100 communities and 9 countries.

With the model successfully established, BLCJ plans to expand its program delivery in 2020 to South America and India.

THE CHALLENGE

As BLCJ continues to grow and expand, establishing a unified brand identity is critical. The evolution of BLCJ programming has spawned several branding offshoots, which has resulted in brand fragmentation and causes confusion with constituents and funders.

We are looking for you to create an overarching identity for BLCJ with distinct brands for each continent's unique sub-program. Each brand is required to stand alone and respect the cultural nuances of the continent while relating visually to the overarching BLCJ brand.

Please see additional reading for more information about current branding structure.

BRAND IDENTITY

Be Relevant – Easy to understand what the program is delivering under each banner

Be Memorable – Create a lasting impression

Be Simple – Joyful, happy, yet not patronizing or juvenile

Be Credible – Communicate our quality, expertise and trustworthiness while still signalling our playful nature

Be Relatable – Especially for participants, but also to potential philanthropic and corporate donors

Be Non-Political – No colour choices that align with any national identity or flags

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WHAT'S ESSENTIAL?

DELIVERABLES

- 1) Create an overarching identity for BLCJ
We are open to dropping the words “Big Little” and having **Caravan of Joy** as the overarching brand
- 2) Create synergistic BLCJ sub brands. See additional reading for specific program names and essential elements
- 3) Create a new or adjust existing BLCJ tagline.
Currently: **Empowering lives through the arts.**

USES

- Must be **adaptable** for use in a variety of applications and cultural contexts
- Must be **scalable** from billboard to mobile devices and be **extendable** across digital, merchandise (especially T-Shirts) social media and experiential contexts.
- Once we have agreed upon our brand identity we will develop a standalone BLCJ website where the brand identity will come through in full force.

LINKS

[HTTP://CHILDHOODNOW.CA/](http://childhoodnow.ca/)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=ECx_H9FMCTI](https://www.youtube.com/watch?v=ECx_H9FMCTI)

[HTTPS://WWW.FACEBOOK.COM/THEBIGLITTLECARAVANOFJOY/](https://www.facebook.com/thebiglittlecaravanofjoy/)

WHAT TO CONSIDER

VISION

A world in which all children have the opportunity to explore, express and connect with their identity through art and play

MISSION

To empower the lives of vulnerable children, and those who care for them, through arts and play based programming.

VALUES

The Value of the Big Little Caravan of Joy (BLCJ) are deeply embedded in:
Compassion, Loving, Kindness, Safe & Joyful Space, Spirit of Celebration, Connection, Inclusivity. Engagement and Encouragement.

We recognise that our arts based branding has become confusing and we often encounter many questions around all the different arms of our charity.

Many funders have expressed to us that the arts are designed to be fun and do not have educational merit and this is NOT the case

Our programs utilize the arts, culturally relevant platforms and play based teachings, in all its forms, to empower the potential in each and every child we reach and in doing so equip them with confidence, education and essential life skills.

We are passionately dedicated to supporting children to reach the power of their own potential through the power of the arts.