

Logo competition offers internship as prize

One communication design student will win a three-month unpaid internship with either 140 BBDO in Cape Town or Net#work BBDO in Johannesburg in a public competition to redesign Live SA's logo.



Youth-run platform

The youth media company, which publishes the Live Magazine print and livemag.co.za online platforms for 18-25 year olds in South Africa, launched the competition yesterday, 22 July 2013. The deadline for submitting a logo design for consideration is Friday 19 August 2013 at 5pm.

Originating in the UK, Live launched in South Africa in 2011 as a youth-run media platform where all content for its quarterly printed magazine, website and YouTube channel is produced entirely by South Africans aged 18 to 25 under professional mentorship.

Live SA founder, Gavin Weale, says Live SA magazine has been in production for almost two years with seven issues produced. "Our contributors have shown a keen desire to evolve the brand now and take its identity to the next level and the only way to ensure our brand speaks to young South Africans is to hand the task over to them.

Career opportunities

"The publication is not just about young people producing content for our magazine and online platforms. After their three months with us, contributors have moved on to career opportunities with partners such as e.tv, eNCA, the British Council, 140 BBDO and Media 24. In only 18 months, more than 50 young people have moved into work from Live SA, and many of these to the creative industries.

"We're excited to have both agencies come on board to offer this opportunity to the competition winner. The internship will not only help the winner get his or her foot in the door in a competitive industry, but will also expose the winner to on the job training under the mentorship of experienced advertising professionals.

"The new logo will need to become the symbol, mark and signature that best identifies it as a company and youth brand. It will need to be distinctive, practical, graphic and simple in form. The new logo should make young people grab the magazine, visit the website or Facebook page and tell everyone they know about it he concludes.

For more information, go to <http://livemag.co.za/?p=13406>.