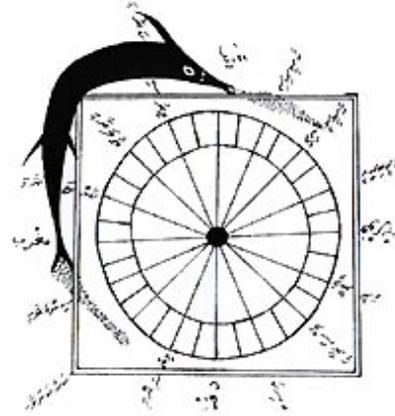




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CREATIVE BRIEF

CAMPAIGN IDENTITY

Public awareness campaign for disaster risk reduction,
response action, mitigation & early warning in the
Maldives

Client:
UNDP

Marketing Communication Consultant:
mooinc. pvt. ltd.



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CONTENT

BACKGROUND	3	
1. COMMUNICATION OBJECTIVE	4	
1.1 COMMUNICATION CRITERIA FOR THE CAMPAIGN	4	
1.1.2 PRIMARY CRITERIA		
1.1.2 SECONDARY CRITERIA		
2. PROPOSITION	5	
2.1 STRATEGY FOR THE DEVELOPMENT OF PROPOSITION		5
2.2 CAMPAIGN PROPOSITION	6	
2.3 PROPOSITION TAGLINE	7	
3. LOGO	8	
3.1 STRATEGY FOR THE DEVELOPMENT OF LOGO	8	
3.2 LOGO DEVELOPMENT	8	
3.3 CAMPAIGN LOGO	9	
3.4 COMPREHENSION OF THE LOGO	9	
3.5 EDUCATIONAL & USABILITY ASPECTS OF THE LOGO	10	
3.6 REGIONAL APPLICABILITY OF THE LOGO	12	
4. LOGO & PROPOSITION	12	
4.1 THE LOGO w PROPOSITION APPLICATION	13	
4.1.1 LETTERHEADS	13	
4.1.2 T-SHIRT	15	
4.1.3 BANNERS	16	
5. SPECIFICATION & GULDELINES	17	



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“On a rainy night, a little boy was crying. His mother kept him outside the house. After a while someone came to borrow the hunigendi, for scraping coconut, the mother without opening the door said, “It is standing next to the house wall, so take it. The person took the boy and walked him through the Mashigando. At times the boy was neck deep in water.... the song continues to tell of the places the child saw that night. At dawn the person, who is actually a “ferithaa”, a non- human spirit, returned the child back to his home. The fereithaa asked for a gift in return , and the boy gave the fereithaa one of his eyes.”

The Huvadhoon atoll Athelveshi

As narrated by Dhon Aisaage Saudiyya & her husband Nooh

CAMPAIGN LOGO & PROPOSITION DESIGN

This document outlines the development of the campaign logo and proposition, for approval by the UNDP. It outlines briefly the development strategy utilized to design the proposition and logo, including the final logo and proposition.

BACKGROUND

For centuries, Maldivians have co-existed in relative harmony with their natural environment, with the coral reefs and the surrounding oceans forming the lifeblood of the country. However, with the inevitable impact of globalization, tourism and the rapid pace of development, new socio-economic and cultural customs, alien and detached from the essential culture of the Maldives, have surfaced. Today, these unprecedented scales of urbanization have nurtured new lifestyles and novel modes of social organization, marked by a swift departure from sustainable forms of livelihoods. In some islands, such dynamic shifts have irrevocably set in place untenable and dangerous practices that threaten the very social fabric and hence survival of the islands.

The need to revitalize the beliefs of our ancestors and their harmonious way of life therefore has become an urgent and pressing concern. The necessity of this was no doubt seen on December 26, 2004, when the Maldives faced the first and worst disaster ever recorded in its national history. For a country that had never experienced devastation at such magnitude, the tsunami exposed the acute vulnerability of the Maldivian people to natural calamities, but also more importantly, exposed their lack of knowledge and the coping capacities available to respond in wake of such hazards and disasters.

Understanding that people must be given the skills to prepare and cope, it is also essential that they learn to avoid lifestyle and livelihood practices that increase their vulnerability to an impending disaster. Through a phenomenological enquiry, it is hoped that this campaign will unveil new insights into the risk perceived by Maldivians in general, and the actual risk felt, and in so doing, identify the knowledge gaps that exist with regard to disasters. Further, the campaign also strives to identify resources which are accessible and available to the people and in doing so, nurture locally embedded knowledge and capacities.



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1. COMMUNICATION OBJECTIVE

Objective of the communication campaign is to facilitate the population of Maldives to be more informed, knowledgeable and aware of the hazards they face and vulnerabilities that exists within their own community, to enable them to utilize resources which are accessible to them, to prepare, respond and recover from natural disasters, personally and as a community.

1.1 COMMUNICATION CRITERIA FOR THE CAMPAIGN

A set of communication criteria were set based on, our research and overall communication objective. These criteria's are categorized as primary & secondary which are elaborated below:

1.1.2 PRIMARY CRITERIAS

The Primary Criteria's defines the aim of the communication campaign; hence all mediums developed for the campaign should encompass or work towards achieving these.

- **AWARENESS**

- **Create an interest about the immediate surrounding environment**

- Enable the target publics to be informed and aware of the interrelationships that exist within the natural environment and their surroundings, to be able to orientate themselves within it, and understand the hazards they are exposed to and the vulnerabilities that exists.

- **BEHAVIOURAL**

- **Create a sense of responsibility for their environment**

- Empower the target publics to be responsible for their own personal wellbeing as well as the community they reside within, so that they are less vulnerable to the hazards they are exposed to.

1.1.3 SECONDARY CRITERIAS

The Secondary Criteria's defines principle or conditions by which the all the communication mediums must be developed. All mediums should encompass part of, or preferably the whole of these criterions.

- **Educational**

- Information presented within the medium should be designed in a manner that is comprehensible and educationally beneficial to the target public

- **Interactive & Collaborative**

- The communication mediums should facilitate active participation by target publics to interact with each other, different groups within the community, as well as the medium itself.

- **Useful & Durability**

- The communication medium should motivate the target publics to be highly involved, and allow what is communicated to have long term and continual benefit, educationally, physically or emotionally.

- **Personal & Regional**

- What is communicated should be personally beneficial to the individual within the targeted groups, and it should have regionally specific relevance.



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MODERN INTERPRETATION

Creating relevance to the disaster awareness campaign and future use.

“ ޤަވާއިދު ޖަހާ ނަމަ ދިވެހިރާއްޖެ ސަލާމަތް ހެއްދެވޭނެ ”

The statement above is a modern interpretation of the “indigenous proverb” or “harubas”, making it relevant to the disaster awareness campaign. The latter part of the statement states the same phrase as before but changing the “dhathuru” phrase to “Maldives”, i.e. **Dhivehi raaje**. The meaning of the statement hence is “if you take precaution and prepare, you will be able to sustain Maldives”. i.e. “if prepared, Maldives”

What we are proposing is that we have the ability to take what is indigenous and interpret it to make it relevant to the present, hence creating the freedom, and empowering the public. In other words what is old doesn't have to stay in the past, it can be relevant and could be changed.

This statement itself thus signifies the whole “value of the campaign”, which is to utilize what is locally available and indigenous to the region to survive and prepare for the future.



2.2 CAMPAIGN PROPOSITION

The campaign slogan design has to take into consideration the design criteria (secondary criteria), hence it has to be educational, usable, flexible, i.e. regionally specific and personal, and interactive.

MAIN PROPOSITION

“ ދިވެހިރާއްޖެ ސަލާމަތް ހެއްދެވޭނެ ”

SUB PROPOSITION

The main proposition has to be used with a sub proposition which will continue the main proposition in relation to a particular region. This will give the logo the flexibility, versatility and regional specificity.



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National level Proposition

The proposition to be used for communication at a national level.

ޤައުމީ ތަޢާރުގެ ތެރޭގައި " ޕްރޮޕޯޒިޝަން " ފޯމިއުލޭޝަން

Regional & Island level Proposition

The proposition to be used for communication at regional level

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

Eg. Kelaa specific proposition

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

Eg. Male' specific proposition

Thematic level Proposition

Eg. Future

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

Eg. Life

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

2.3 PROPOSITION TAGLINE

The tagline will act as an explanation/ description of the proposition. It's a secondary phrase which highlights clearly the objective of the campaign, which is to make the public aware of the danger and hence enable them to be more prepared. This tag also allows for an English version of the proposition

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

މަތީ ޕްރޮޕޯޒިޝަން | ޕްރެޕަރެޝަން

Dhivehi tag with proposition

މަތީ ޕްރޮޕޯޒިޝަން " ޕްރޮޕޯޒިޝަން "

aware | prepare

English tag with proposition



3. LOGO OBJECTIVE

The objective for the logo development was that it has to visually represent the intention of the overall campaign, as well as be distinctive and identifiable as the campaign.

3.1 STRATEGY FOR THE DEVELOPMENT OF LOGO.

The Strategy to develop the logo is to take what is distinctive about our natural environment and make it an identifiable visual symbol which represents the campaign.

DISTINCTIVE

Relevance to the campaign

The overall objective of the campaign is to enable the public to be aware of the environment they inhabit to enable them to recognize the hazards they are exposed to and the vulnerabilities that exist within that environment which makes it prone to, as well as, protected from disasters.

Hence the distinctiveness of our unique environment is what is relevant to the campaign. These include:

- The position of each inhabited island
- The size of each inhabited island.

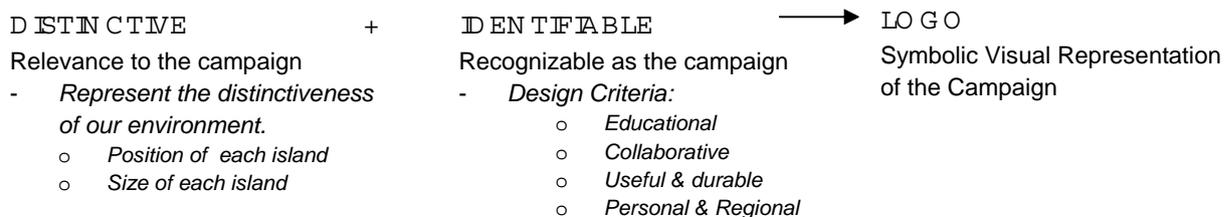
IDENTIFIABLE

Recognized as the campaign

The design criteria, or the secondary criteria outlined previously, defines how the communication campaign should be designed so that it is recognizable as the campaign. Hence these conditions will be used to develop an identifiable visual symbol which can then be recognizable visual representation of the campaign.

3.2 LOGO DEVELOPMENT

The intention is to make what is distinctive about our natural environment, identifiable and recognizable representation in a visually symbolic form



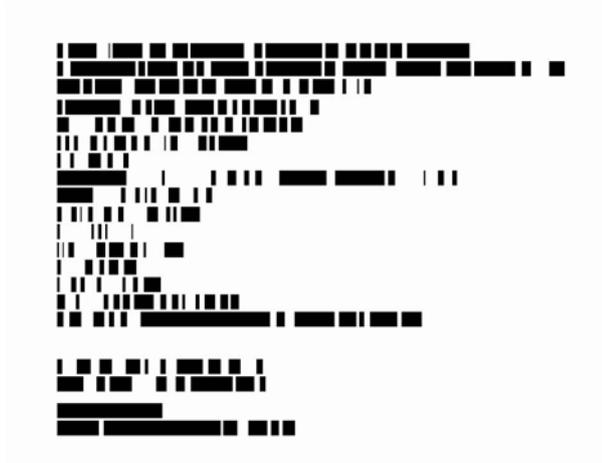
GENERATIVE LOGO

The Logo was generated using the data we have accumulated from our secondary research regarding the physical landscape of the Maldives, which includes the Geo coordinate of each island, which gave the latitudinal and longitudinal coordinates of each island, hence the unique position of each island within the earth, as well as the size of each islands in hectares taken from 2006 Statistical report from Department of National Planning.

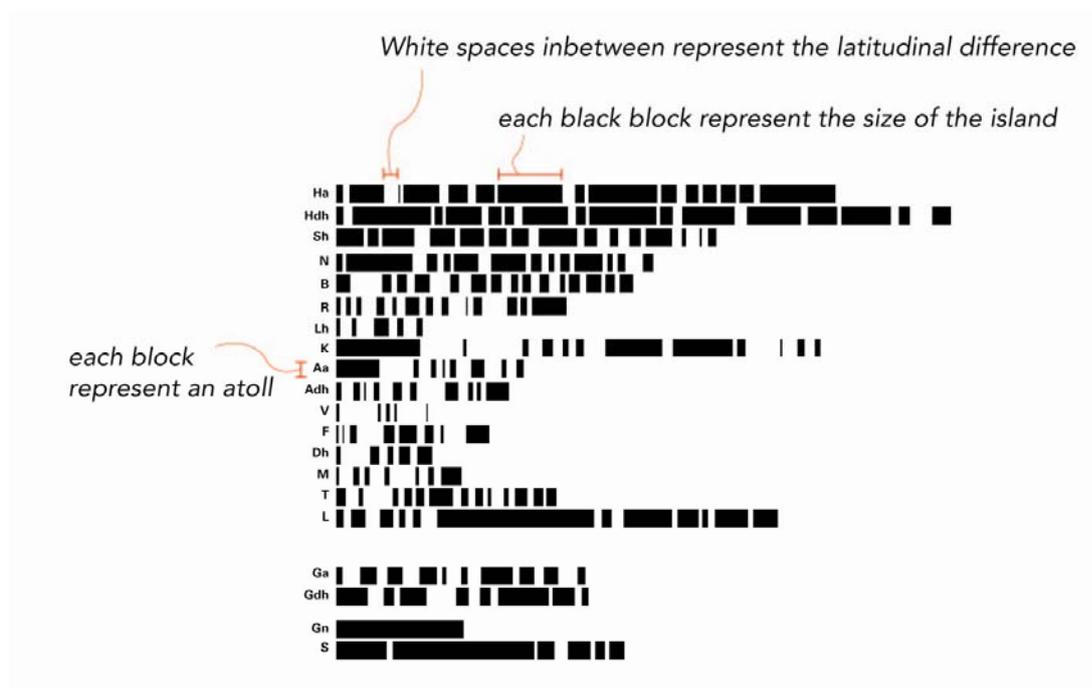
Using these figures, a visual representation of the specified data was created which enable us to acquire a uniquely distinctive symbol for the Campaign, which represented the Physicality of our landscape. The visual representation is similar to a barcode of the physical landscape of Maldives, which could be read and identifiably unique to the Maldives.

3.3 CAMPAIGN LOGO

Visually distinctive symbol for the campaign



3.4 COMPREHENSION OF THE LOGO



Each Block section/ or rows represent each of the 20 atolls in the Maldives, while each black block within the row section present an island as well the size. The white spaces between each individual island block represent the Latitudinal difference between each island and atoll.

This is hence a visual representation of the distinctive physical geography of Maldives, and therefore can be used as a means of identification for the campaign, as well as a tool to communicate, interact.

3.5 EDUCATIONAL & USABILITY ASPECTS OF THE LOGO

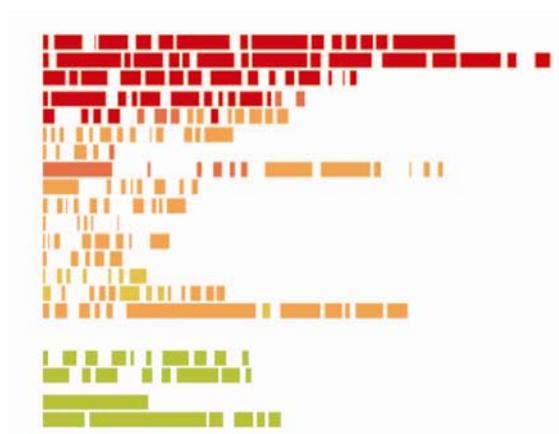
The logo itself is educational and informative regarding the distinctiveness of Maldives geographical landscape, as well as enables the target audience to orientate themselves within the landscape more clearly, and in relation to each other and each island.

The logo can be used as tool to apply information related to each island to understand differences, and interrelationships that exists between each island, in regards to vulnerability and hazard exposure.

CONGESTION LEVEL



STORM EXPOSURE LEVEL

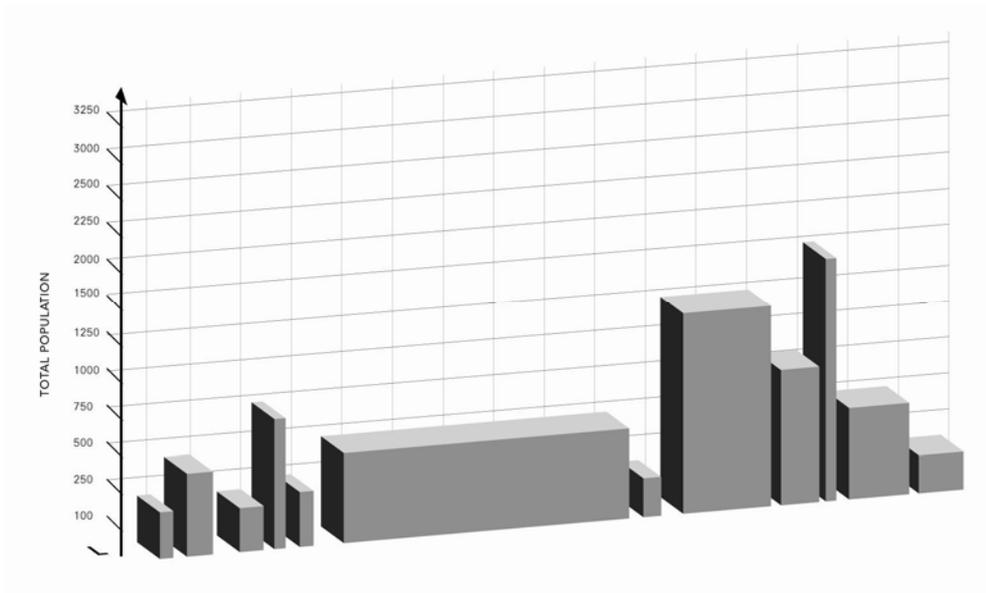


PERCENTAGE of GREEN AREA



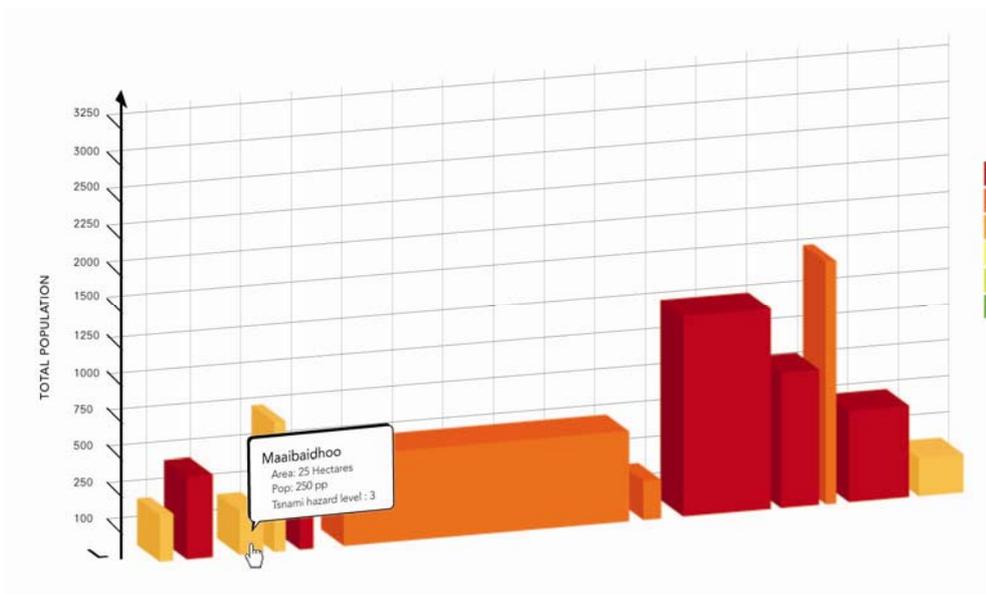
GRAPHICAL REPRESENTATION OF DATA 1

Total population of each island within Laamu Atoll, represented as the height of each individual block, while still showing the size of the island & distance between.



GRAPHICAL REPRESENTATION OF DATA 2

Total population with tsunami hazard exposure level of each island within Laamu Atoll, former represented as the height, while latter signified in color, of each individual block, while still showing the size of the island & distance between.





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3.6 REGIONAL APPLICABILITY OF THE LOGO

The logo is versatile and flexible to enable variation of the logo to be used regional wise, as well as island wise. This would be especially helpful to enable each region to have its own unique identifiable symbol, without losing consistency or identity of the overall national campaign. Also this will enable each island to be empowered within the campaign to initiate their own activities specific to that particular region.

PROVINCE LEVEL LOGO (*Upper Northern Province*)



ATOLL LEVEL LOGO (*E.g. Haa Alif*)

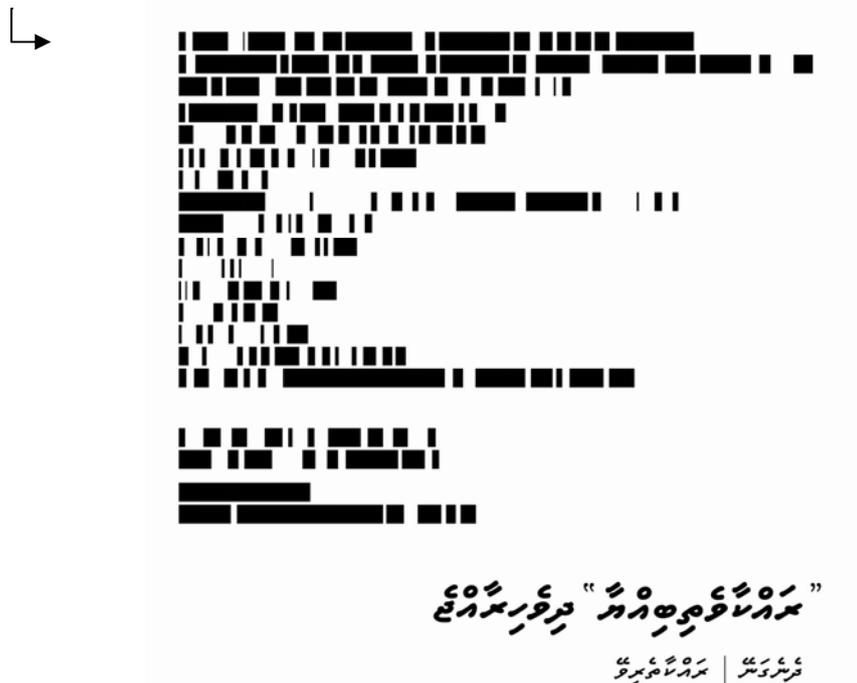


ISLAND LEVEL LOGO (*E.g. Ha. Ihavandhoo*)



4. THE LOGO & PROPOSITION

NATIONAL LEVEL LOGO w PROPOSITION





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ATOLL LEVEL LOGO w PROPOSITION (e.g. Haa Alif)



ATOLL LEVEL LOGO w PROPOSITION (e.g. Ha. Kelaa)



4.1 THE LOGO w PROPOSITION APPLICATION

4.1.1 LETTERHEADS

Letterheads will be used on all formal communication in relation to the campaign. There will be a national level letterhead for national level communication; while there will be regionally specific ones for each region/ island for internal communication.

NATIONAL LEVEL LETTERHEAD



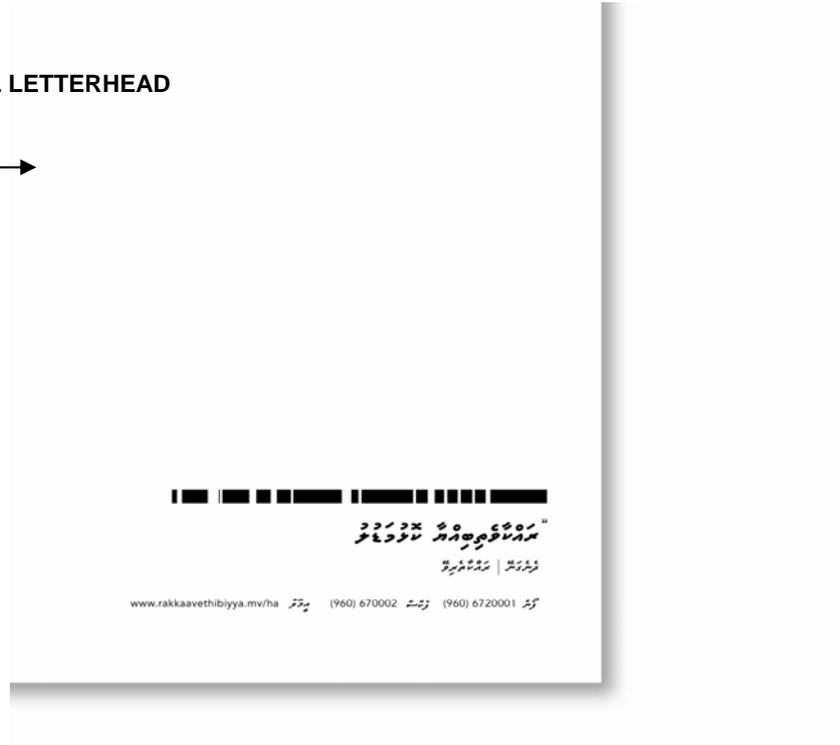


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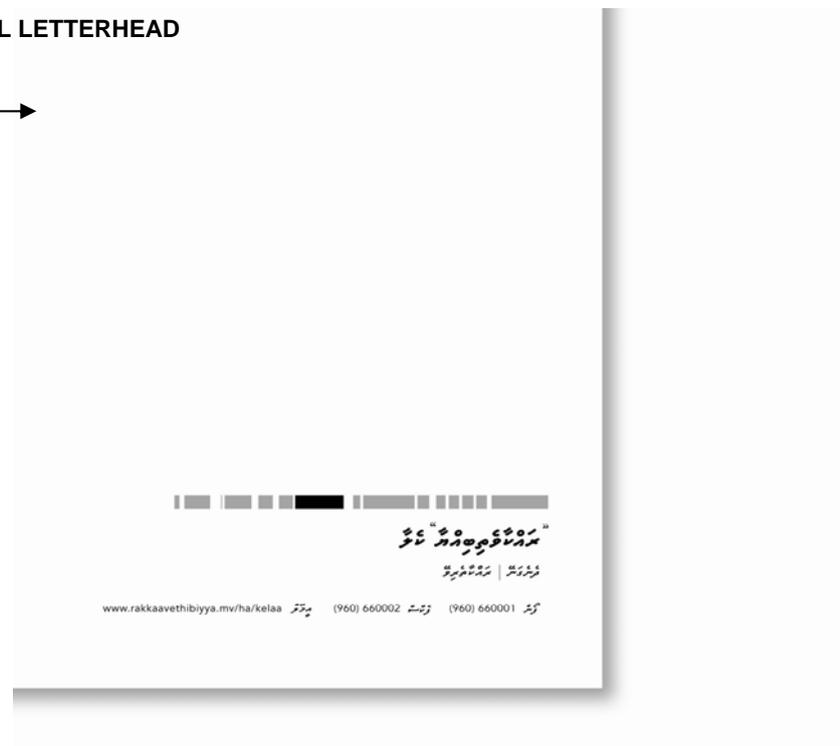
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ATOLL LEVEL LETTERHEAD



www.rakkaavethibiyya.mv/ha ރަގަޔާ ދިވެހިސަރުކާރުގެ ގެޒެޓް (960) 670002 ފަންޓިއާރު މާގު (960) 6720001 ފަންޓިއާރު މާގު

ISLAND LEVEL LETTERHEAD



www.rakkaavethibiyya.mv/ha/kelaa ރަގަޔާ ދިވެހިސަރުކާރުގެ ގެޒެޓް (960) 660002 ފަންޓިއާރު މާގު (960) 660001 ފަންޓިއާރު މާގު



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4.1.2 T-SHIRTS

T shirts are good mobile promotional mediums. They can be personalized and it's a chance to enable the target groups to personally engage with the campaign, and personalize and make it their own.

NATIONAL LEVEL T-SHIRTS



ISLAND LEVEL T-SHIRTS





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PERSONALISATION



4.1.3 BANNERS

Banner although very conventional, could be utilized as a low cost medium to promote the identity of the campaign, on a very mainstream level, without compromising the regional specificity of the identity. Banners could be put up on each island to create a sense of ownership and promote the versatility of the logo.

BANNER IN S. FEYDHOO





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BANNER IN K. MALE'



THE SPECIFICATION AND GUIDELINES OF USE

This specification and guidelines of use will be presented to UNDP after the approval of the logo and Slogan by the workgroup.