

A fortune up for grabs for company logo design

By [Walter Wafula](#)

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As more powerful brands emerge in Uganda, the fever of distinction has gripped the old ones, prompting them to revolutionize their selling points.

Kampala - Prominence driven by brands and not just profits is becoming a prerequisite in business today. It is therefore not surprising that Uganda's National Housing Construction Company (NHCCL), one of Uganda's oldest corporates, has staked a fortune of USD\$10,900 to find a suitable logo that will promote its new corporate image.

A statement from the company says that NHCCL soon intends re-branding and as the first step in this exercise, it has announced a public competition for the design of a new corporate logo. A logo is a symbol, often inclusive of a name or initials, used to identify a company or organization. The symbol establishes the visual identity for the company.

The competition, which runs until July 20, will see the winner walk home with Ushs10 million (USD\$6,229), while the first runner –up and second runner-up will be awarded shs5 million (USD\$3,114) and shs2.5 million (USD\$1557) respectively.

Any individual and companies with the ability to design good artworks have been given the opportunity to cash in from the race. According to the statement, designers beyond Uganda's borders can also participate. The winning entry will be announced on July 27.

Entries should be sent to:

National Housing and Construction Company,
P. O. Box 659,
Plot 5, 7th Street,
Industrial Area,
Kampala (Uganda).

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