

LIBAN TELECOM LOGO DEVELOPMENT CONTEST

INTRODUCTION

As part of Lebanon's digital transformation journey, preparations are underway for the creation and establishment of Liban Telecom (LT) as mandated by Law 431. This marks a strategic shift from the current operational structure under Ogero toward a more integrated and future-ready public institution that will be owned and managed by Liban Telecom and operate both mobile and fixed networks. After two years of operations, Liban Telecom will allow private participation of up to 40%.

Today, Lebanon's mobile sector is served by two state owned mobile operators - Alfa and Touch - offering nearly identical pricing models and services. As for Internet service providers, they are mainly private companies that source their connectivity from Ogero and offer a range of bundles and data plans that are relatively similar. Most of them also provide wireless Internet data plans, although these offerings are generally considered expensive. The creation of Liban Telecom offers a much-needed opportunity to introduce more competitive pricing, improved service quality, and renewed hope for dynamic, modern, more creative and consumer friendly offers and services.

I- THE CONTEST

In this context, and as part of our commitment to local talent and innovation, the Ministry of Telecommunications of Lebanon is launching a logo and visual identity contest open to students from all Lebanese universities, particularly (but not limited to) those in architecture, interior architecture and graphic design. The goal is to engage the next generation of Lebanese creators in shaping the visual identity of a new, strategic national brand that will stand as a symbol of connectivity, reliability and innovation.

This brief outlines the vision, scope, and creative expectations for the design of Liban Telecom's logo and brand identity. We invite students to pitch their most creative ideas and contribute to building the image of Lebanon's telecom future.

II- GUIDELINES

Students should research and analyze existing local telecom brands and their respective logo, identifying their positioning, visual identity, color coding and typography. Based on this, they should develop strategies to differentiate the Liban Telecom logo, ensuring it stands out in the local market. Students are also encouraged to study successful international telecom brands (for example Orange, Vodafone, Ooredoo, Etisalat) to understand the design rationale and strategic thinking behind their logos and branding approaches.

III- LT BRAND VALUES AND BRAND POSITIONING

The LT brand aims to establish a strong, distinct presence that resonates with consumers and sets it apart from competitors in the telecom sector. The LT brand should be built on trust, innovation, and connectivity, and serve as a symbol of national unity and progress. Participants in the contest should think outside the box and can be inspired by the below brand guidelines.

3.1 Brand values

The brand values reflect LT's commitment to transparency, reliability, and modernity while remaining accessible and relevant to all segments of the Lebanese society.

- **Connectivity for all**

Access to communication is a fundamental right for all. Liban Telecom ensures that every citizen, business, and institution have reliable and equitable access to modern telecom services across Lebanon.

- **Transparency and trust**

As a national institution, Liban Telecom will uphold openness and accountability, ensuring transparent operations, fair pricing, and consistent service quality to earn the public's trust.

- **Innovation**

Liban Telecom aims to be a leading company by adopting and deploying the latest technologies to drive national innovation and global competitiveness.

3.2 Suggested positioning and tag line

The LT brand should reflect the revival of a nation by uniting people through connection. Below are three different tag line concepts to get inspired from while developing the logo.

- **Connection is power**

The tagline "*Connection is Power*" captures the transformative role Liban Telecom aspires to play in Lebanon's future. In a country rebuilding its infrastructure and unity, connection goes beyond telecommunications and symbolizes hope and progress. "*Connection is Power*" positions Liban Telecom not just as a service provider, but as a catalyst for empowerment and national transformation.

- **Born to connect**

“*Born to connect*” is a human-centered tagline that positions Liban Telecom as more than just a telecom provider. It presents the brand as an inherent part of Lebanon’s rebirth and modern identity. This tag line suggests that Liban Telecom’s mission is to connect people, communities, and opportunities. It aligns perfectly with the company's emergence from Law 431 as a national initiative for change. This line resonates with the country’s current need and hope for revival, and progress.

- **خلينا على اتصال**

This tagline carries a deeply emotional and culturally resonant message, emphasizing unity through connection, a key value that resonates strongly within the Lebanese context. In a country marked by economic, social and security related challenges "خلينا على اتصال" becomes more than a telecom promise, it is a call for human connection, a reminder that communication is what keeps us together, hopeful, and moving forward.

3.3 Choosing the color palette

The color palette for Liban Telecom will reflect the brand’s values, while considering the visual identities of local competitors in the telecom industry. The colors will evoke a sense of innovation and trust, while also maintaining warmth and accessibility to ensure a close connection with the Lebanese public. The palette must align with the brand’s goal to be both forward-thinking and relatable. The logo colors should be selected to avoid any associations with political party affiliations, ensuring neutrality and inclusivity for all.

IV - DELIVERABLES

A short power point presentation (maximum of 15 slides) or pdf document including:

- your research, creative direction, and branding choices
- **a logo concept for Liban Telecom (LT) accompanied by a brief rationale.** The logo should be presented in color and black & white, and showcased in context on a mock press advertisement, social media post, and corporate stationery (e.g., letterhead, business card).
- **a visual mood board** including the **color palette** and the **rationale behind it** as well as the **suggested typography in English and Arabic.**

In the case of concept selection, it will be required to present the concept in person to the committee beginning of July 2025 (exact date will be communicated later) the following:

- the logo declinations on an A3 board
- a mock-up of the generic printed ad and
- the logo on corporate stationary samples (A5 envelope A4 white paper as a letterhead)
- the mood board on printed A3 board
- the logo in high resolution format

V- PROCEDURE

Interested participants should register online by **Wednesday, May 21st**, via the following link <https://forms.gle/VscVJeFtc8N1YnzJ8> to express their interest in participating in the contest.

The concept should be sent by email with the attached identification sheet to the following email address: ltlogocontest@gmail.com by Monday, June 30th at 16:00. Participants will receive a notification by email.

Three shortlisted students will be informed of their selection and will be invited to present in person to the committee their concept during the first week of July. The committee will be presided by the Minister of Telecommunications and composed of communications specialists from renown advertising agencies in Lebanon and from advisors to the Minister of Telecommunications.

The contest winner will earn a prize of 1000 \$, along with exposure in the advertising industry and the media and a reference letter from the Minister of Telecommunications.

The second and third runner up will win a one-year mobile line subscription or the equivalent in recharge cards along with social media exposure and a reference letter from the Minister of Telecommunications.

For any queries or additional details or information, pls. contact Nathalie Boustany at the following coordinates:

By email: ltlogocontest@gmail.com

By phone: 01979309 , or 03 499484 or 76921626

LIBAN TELECOM LOGO CONTEST IDENTIFICATION SHEET

Fist name:

Family name:

University:

Major and level:

Email:

Phone number: