

## **BOSELE logo competition winners**

These days, an organization without a logo is an organization without an identity. In this light, BOSELE Lake Ngami Conservation Trust recently organized a logo competition – open to participation from all Trust members in Bothatogo, Sehithwa and Legothwana. Initially it was agreed at the kgotla that the logo should depict either a pelican, Kori Bustard or a Cattle Egret – typical birds of the Lake Ngami Important Bird Area – and BirdLife Botswana agreed to sponsor some prize-money for the best design.

In order to impartially choose from the huge batch of entries submitted, BirdLife Botswana approached Stuart Arnold, a graphic designer from Maun, to choose the most appropriate one. He found that elements of two independent submissions, when combined, formed a striking logo which would work on signboards, letterheads or in any other situations – it is depicted below:



The two artists whose submissions contributed towards the winning entry were Khumoyame Maseka and Kemodisa Moiwa. They shared the prize-money which was presented by Mooketsi Mfolwe, BirdLife Botswana's Community Liaison Officer. Onalenna Kainaba was awarded a consolation prize for his submission, which was also outstanding, but which did not match the final logo.



Deputy-Headmaster of Ngami CJSS, with Khumoyame Maseka (centre) and Onalenna Kainaba (right)

Now that BOSELE has a striking logo, BirdLife Botswana will be assisting the Trust to produce signboards showing the location of the Trust office in Sehithwa – birders wishing to visit the Lake will be able to easily find the office, and connect with the local BirdLife Botswana trained guides.