



Logo Design Rationale

The RDI Fund logo makes use of a geometric design found in various cultures around the world: the Seed of Life. The Seed of Life is, in the simplest explanation, a symbol of creation. It comprises seven circles in a sixfold symmetry. The RDI Fund is represented as a “seed of life” from which cutting-edge research projects with recognisable and substantive impact on national and regional development can grow; a seed from which new knowledge that is relevant to solving societal problems can sprout.

The logo acknowledges the RDI Fund as a facility through which resources provided by the Government of Trinidad and Tobago Research Fund (GORTT) can be channelled and operationalised. As such, the seven circles represent GORTT’s seven development pillars (taken from the GORTT Medium-Term Policy Framework 2011-2014):

- People-centred Development
- Poverty Eradication and Social Justice
- National and Personal Security
- Information and Communication Technologies
- A More Diversified Knowledge Intensive Economy
- Good Governance
- Foreign Policy

These seven intersecting circles form a six-part flower at the centre of the design. Each part of the flower represents each of the six priority areas of the RDI Fund.

These areas are:

- Climate Change and Environmental Issues
- Crime, Violence and Citizen Security
- Economic Diversification and Sector Competitiveness
- Finance and Entrepreneurship
- Public Health
- Technology and Society: Enhancing Efficiency, Competitiveness and Social well-being

The flower reinforces a bearing of seed and fruit; a bearing of research projects that have benefit and positive effect upon the lives of people nationally, regionally and internationally.

In another sense, the intersecting circles connote “connection,” “collaboration,” “partnerships” and “multi/inter-disciplinarity.” They suggest the UWI St Augustine Campus’ commitment:

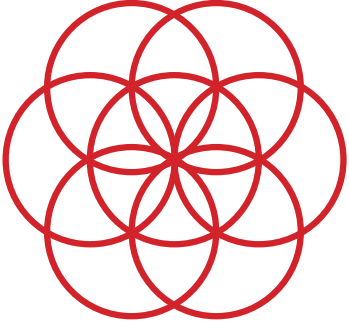
- To harnessing its talent and financial resources to strengthen its partnerships with industry and government and to connect its research and innovation more directly with the needs of society.
- To supporting multi-disciplinary research teams which may include academia and industry collaborations, collaborations with the UWI Campuses and/or other international universities, and virtual networks of researchers.

The circles also evoke a rippling out from the centre, emphasising that at its core, the RDI Fund is about research with impact; research that has reach.

The typefaces used with the geometric design also speak to the philosophy of the RDI Fund. The letters “R,” “D” and “I” appear in the typeface called Impact, which has a bold, strong presence. Use of this typeface helps underscore the fund’s aim to promote research with vivid, strong, meaningful presence in society. The letters “RDI” are joined to the word “fund,” again emphasising the notions of connection and collaboration. Even the letters of the word “fund” (presented in a serif typeface called Perpetua) are connected to each other as the serifs – the slight projections finishing off each letter – touch each other in some way.

The chosen colour palette: red, black and white, tells of the RDI Fund’s national (T&T) roots.

RDI FUND



THE UWI-TRINIDAD AND TOBAGO RESEARCH AND DEVELOPMENT IMPACT FUND