

Brand Name and Logo Design Competition

Introduction

Moi University has an established digital devices assembly plant located at its Rivatex Facility. The plant has been producing Tablet and Laptop devices for Government Digital Literacy Programme (DLP). The plant is in the process of diversification to other markets and intends to produce other digital devices including Desktops, Laptops, Tablets, Electronic meters etc.

As part of branding and identity the University wishes to develop a **Brand Name** and a **Logo** for the products from the Assembly Plant through an open contest

In this regard, the University invites interested people to submit Brand Name and Logo design proposal that may be used on all products and also for use in media including online, print, electronic and visual collateral.

Terms and Conditions.

The following are the official contest terms and conditions.

- a) Competition is open to all Moi University Community Students, Staff and the general public.
- b) Entries can either be as an individual or as a team.
- c) Entrants can submit a maximum of two options but under one entry.
- d) All submitted entries must be the original work of the entrants.
- e) By submitting an entry, each entrant agrees that any and all intellectual property rights in the **Brand Name** and **Logo** design are deemed assigned to the Moi University. Winning entries shall be subjected to intellectual property protection.
- f) Moi University reserves the right to modify the winning Brand Name and Logo to better fit the needs of the University.
- g) The logo design should be created in .jpeg, .psd or PDF format (The winner MUST provide a high-resolution vector file such as Adobe Illustrator, Photoshop, and/or InDesign);
- h) The selected winner MUST submit a scalable vector version of the winning design so that it is adaptable to the electronic and print media, to reproduction on small and large surfaces and to use in colour or grey scale.
- i) The designs should be in high resolution and bear the colours of the University.

Selection criteria

A selection committee will evaluate all entries based on the following criteria:

- a) **Originality:** the composition exhibits original design, creativity and imagination.
- b) **Relevance:** the entry aligned with the theme and goals of the University Products
- c) **Aesthetic Quality:** the submission commands attention, displays visual balance and colour coordination, all the elements work together to create a unified appealing design.
- d) The decision of the selection Committee will be final.

Award/Reward

The awards for the three best contestants will as follows;

1. First Position :..... Laptop, Tablet & Kshs. 10,000
2. Second Position :..... Laptop & Kshs. 5,000.
3. Third Position : Laptop.

The selection committee reserves the right not to select a winner, if in its sole discretion no suitable entries were received.

The results of the contest will be published through University Website and the winners duly notified.

Submission

Details of the entrants including Name, email, Daytime Telephone Contact and the proposals should be submitted to dlp@mu.ac.ke Attn: Eric.

Closing Date for receipt of entries will be **12th April, 2019**.