

THE UNITED REPUBLIC OF TANZANIA



MINISTRY OF NATURAL RESOURCES AND TOURISM (mainland) and the MINISTRY OF AGRICULTURE, LIVESTOCK AND ENVIRONMENT (Zanzibar)

LOGO DESIGN COMPETITION

Interested persons are hereby invited to participate in a public competition for the design of the official logo for the Marine and Coastal Environment Management Project (MACEMP). The winning logo will form the basis of the project's visual representation in print, web and broadcast communications. The designer of the chosen logo will receive a generous award. To enter, please read the following brief to ensure that your design fits the requirements. There is a strict closing date of 24th January 2006. No entries will be accepted after this date.

Eligibility

By submitting a logo for entry into the competition, the designer acknowledges that he/she is the person that made the logo and the rightful owner. The designer also certifies that the logo does not infringe on the rights of any third party and that it does not violate any copyright. The winner will be selected based upon the artistic quality of the design and the way (s) in which it symbolises MACEMP's objectives, its suitability as a visual emblem for the project in terms of design, colour, font and adaptability for use in different media and its positive visual impact. The judge's decision will be final and no correspondence will be entered into.

What is MACEMP?

This project is jointly coordinated by the Ministry of Natural Resources and Tourism (mainland) and the Ministry of Agriculture, Livestock and Environment (Zanzibar). It aims to reduce poverty and improve the quality of life and social well being of the coastal communities of mainland Tanzania and Zanzibar by increasing their economic opportunities through participatory and integrated coastal development of economic activities. The project also seeks to preserve the globally significant biological diversity in critical marine ecosystems of this country through effective integration and implementation of marine and coastal resources management strategies. Sustainable management and use will be manifested by enhanced revenue collection, reduced threats to the environment, improved livelihoods of participating coastal communities and improved institutional arrangements.

The logo

The logo needs to reflect the essence of the project. The design can be inspired by the social and environmental factors related to marine and coastal environmental management or the project's remit. The logo has to resonate, illustrate or explain the mandate of the project in a literal way, perhaps using photographic images, or in an abstract figurative way. The logo should be suitable for adaptation to a variety of formats. It should maintain its appearance well in different sizes.

The logo should also use a flexible colour scheme. It should read well in black and white as well as in colour. The logo must incorporate the name MACEMP. It should be easily recognisable and text should be easy to read. Entrants are encouraged to include with their entries a brief explanation of how the design of the logo being submitted reflects this mission.

Terms and Conditions

It is a condition of entry that:

1. All entries must be original and must not be copied, wholly, substantially or partially from any other work.
2. Logos can be created electronically or by hand. If the design is generated by computer using a graphic design software package, original files of completed designs should be retained by the artist until the selection is completed. The winner will be required to submit his/her artwork in the original software file for reproduction purposes.
3. Entrants should provide their complete contact details (name, address, phone number and email) with their submissions.
4. The competition organisers reserve the right to refine the winning logo so it is of reproduction quality.
5. The winning logo will become the property of MACEMP.
6. The pantone colours and font (s) should be specified and samples in different sizes and layouts should be submitted, together with black and white versions.

Entries marked "MACEMP LOGO DESIGN COMPETITION" should be submitted to the undersigned not later than the prescribed date.

The EGTF Team Leader
MACEMP
Samora Avenue
JM Mall, Fifth Floor
P.O. Box 72463
Dar es Salaam