

MINISTRY OF FISHERIES AND BLUE ECONOMY

DEPARTMENT OF FISHERIES

LOGO DESIGN COMPETITION

GUIDELINES AND CONTEST RULES

OVERVIEW

The Department of Fisheries is searching for a logo that will best identify and represent the organisation. The competition aims to challenge participants to capture the identity, vision, and purpose of the Department of Fisheries by designing a logo that represents its core mandate. The goal is to generate a logo design that can be used online (social media, websites, email, etc.), offline (promotional materials, visibility items, etc.), and other communications platforms.

OUR VISION

“Striving for a sustainable ocean-based economy that contributes to the country’s socio-economic development and respects the natural environment.”

OUR MISSION

“To achieve sustainable transformation & diversification of the ocean’s economy by promoting research and innovation.”

“To share prosperity by increasing Seychellois participation and investment in the blue economy through private sector engagement and partnerships.”

“Ensure food security, well-being, and quality of life through empowerment of staff and other stakeholders.”

CORE VALUES

Good governance Partnerships Respect Solidarity Empowerment

ELIGIBILITY

1. The contest is open to all participants 18 years of age and above.
2. The contest is open to individuals and companies.
3. Contestants are permitted to work in groups; however, only one (1) prize will be awarded regardless of group size.
4. Each contestant must submit only one (1) entry.

SUBMISSION GUIDELINES AND HOW TO ENTER

1. The contest opens on Wednesday 6th September 2023 and closes on Friday 6th October 2023. Late submissions will not be considered.

2. All entries must be submitted electronically to Ms. Wilna Emmanuel at wemmanuel@gov.sc.
3. Submissions must include the full name(s) of the person(s) who designed the logo, email address, postal address, and telephone number (See Application form);
4. There is no fee to enter the contest.

LOGO DESIGN GUIDELINES AND PARAMETERS

1. Entries must be submitted as JPEG, PNG, and EPS files for quality reproduction purposes.
2. The logo should be in high resolution with a minimum of 600 DPI and should look clean (not pixelated or bit-mapped) when viewed on-screen at 100% resolution.
3. Colour must be CMYK, though the logo may also be reproduced in black and white. Contestants are advised to avoid gradients and half-tones.
4. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.
5. Participants should not imprint or watermark the logo design.
6. During the course of evaluation, contest organizers may ask participants to resubmit their entry in different size(s)/ format(s), etc., depending upon the requirement.
7. Participants must keep the native/editable/ open file format also ready as it shall be required to be submitted later for the winning entry.
8. Together with the logo proposal, each contestant must send a short description of the Logo. This write-up has to be uploaded along with the proposed logo. The write-up should elaborate on the concept behind the logo.

INTELLECTUAL PROPERTY

1. Participants affirm their submissions are their own original work, have not been copied from others or from previous designs, and do not violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of the Department of Fisheries and may be used for any purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
3. The Department shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.

4. The Department reserves the right to choose not to use the winning entry as described in these contest guidelines.
5. The responsibility to comply with the guidelines and other conditions fully lies with the participant and the Department shall not be liable for any dispute raised by a third party.
6. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

DETERMINATION OF WINNER AND PRIZE

1. The winning entry will be selected by a panel comprised of diverse representatives, including the Ministry of Fisheries and Blue Economy, as well as, the Seychelles Fishing Authority. Their decision will be final and no further correspondence shall be entered into.
2. Entries will be judged on their visual appeal, adherence to the concept prompting the contest, originality, quality of design, and ease of reproduction for the purposes stated above.
3. The prize for the winning entry is SCR 25,000.
4. The winner will be notified via email and thereafter publicly announced.