



REPUBLIC OF KENYA

PUBLIC SERVICE COMMISSION

**TERMS OF REFERENCE
FOR
LOGO DESIGN COMPETITION**

Chief Executive Officer

**Public Service Commission
Commission House,
Nairobi**

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1) Preamble

The Public Service Commission is established under Article 233 of the Constitution. The mandate of the commission is spelt out in Articles 234, 155(3)(a), 158(2)(3) and (4), 171(2), 230(2)(b) and 236 of the Constitution. The mandate entails establishment and abolition of offices, provision of competent human resource, promotion of good governance and ensuring efficiency and effectiveness in the provision of quality services in the public service. In discharging the mandate, the Commission is guided by values and principles in Articles 10 and 232 of the Constitution, Public Service Commission Act 2017, Public Service (Values and Principles) Act, 2015 and other relevant legislations.

The Commission has come up with a Strategic Plan for the period 2019 – 2024 which focuses on efficient and effective service delivery to the Kenyan citizen. The centrality of the citizen in service delivery is therefore the key focus in the Commission's new strategic direction. The strategic plan focuses on four thematic areas of service delivery transformation, performance and productivity management, human resource management and development, and good governance, constitutionalism and compliance with the rule of law.

The Commission is in the process of reviewing its brand promise and brand identity that includes designing a new corporate logo, brand colors and tagline/motto. The envisaged corporate identity must be clearly distinguishable and recognizable to its stakeholders and the general public, and also reflect the Commission's mandate and the centrality of the citizen in service delivery.

The Commission hereby invites interested students, individuals, groups, and institutions to participate in a competition to design an innovative Corporate Logo and also suggest possible colors for the PSC brand and a tagline/moto that encapsulates its mandate, strategic focus, direction and centrality of the citizen in quality service delivery.

2) Guidelines for the Competition:

The following are guidelines, rules and regulations for the competition:

- a) The Design should be in high resolution colour
- b) The logo must be clear and distinctively identifiable for effective application on all Commission's website, instruments, publicity materials and other relevant platforms;
- c) The logo should include the name of the Commission and a proposed tagline that may be adopted as the new slogan for the Commission;
- d) Entries should be submitted in A4 size paper and in PDF or PSD file format, soft copy on a windows readable compact disc.
- e) Entrants should submit **NOT** more than two logo designs
- f) The design must be accompanied by a written description of its meaning and features;
- g) The entrants are required to choose colors for the logo, which may be adopted as new corporate colors of the Commission;

- h) A description of the meaning of colors chosen should also be included;
- i) Entrants in the competition should provide their names, postal addresses, email address and daytime telephone numbers;
- j) The design of the winning entry or any other entry that participates in the competition will, subject to modification be used in designing the Corporate Logo;
- k) The Commission reserves the right to register the winning logo as its copy right.
- l) Any material, graphic software or other items prepared by an entrant in the competition shall belong to and remain the property of the Commission.
- m) The judges' decision is final and will not be open to any correspondence or appeal whatsoever
- n) The best three, entries will be awarded as indicated below:

3) Position and Prize (KShs.)

- a) Best Entry: Kshs. 200,000;
- b) 1st Runner Up: Kshs. 100,000;
- c) 2nd Runner Up: Kshs. 50,000

4) Conditions:

- a) The Logo Design must be original and should not infringe on rights of any third party; the Commission will not bear any responsibility for copyright violations.
- b) The logo must not contain inappropriate content.
- c) Any material, graphic software or otherwise prepared by an entrant in the competition shall belong to and remain the property of the Commission.
- d) Aesthetic Quality – the submission commands attention, displays visual balance and colour coordination. All the elements should be seen to work together to create a unified and appealing design.
- e) The designs shall be enclosed in plain sealed envelopes and marked LOGO DESIGN COMPETITION., TENDER NO: PSC/DC/03/2019-2020 and be deposited in the Tender box situated on the ground floor, Commission house, on or before 13th August, 2019 at 11.00 am.

Addressed to:

The Secretary/CEO,
Public Service Commission
Commission House
P.O. Box 30095-00100
Nairobi

Or

E-mailed to logocompetition@publicservice.go.ke

5) Technical and Artistic Requirements for Entries:

With a view to equal treatment, all contestants must submit their logo proposal(s) as follows:

- a) Logos must be created as vectors to ensure scalability without loss of quality
- b) Logo graphic must be provided in EPS format (vector), using the CMYK colour model.
- c) In addition to the compulsory EPS file mentioned above, contestants should provide each logo in the following file formats, resolutions and sizes
 - i) In high resolution (at least 300 dpi) for print
 - ii) In low resolution (72 dpi) for web
 - iii) 50 pixels in width or height; 100 pixels in width or height; 600 pixels in width or height
- d) Contestants should not imprint or watermark any of the contact details in the proposed logo design
- e) Contestants should submit a written description (of no more than 200 words) of their design(s), explaining its graphic identity along with other relevant information.
- f) In the event that any entry is found to be infringing on intellectual copy rights even after it is selected, this entry shall be rejected as the winning design. In addition, if the submitted design is found to resemble a similar artwork, the Commission reserves the right to reject it even after it is selected as the winning design.

6) Instructions for submission

- The files must be submitted at the very latest on **13th August 2019, 11.00a.m.**
- Where two logos are created by a single contestant, each logo needs to be numbered. They can be sent in one, single envelope, but have to be clearly labeled.

7) Selection Criteria

No.	Description	Marks
1.	The logo must have followed the basic submission requirement:- <ol style="list-style-type: none">(i) High resolution Colour; Black and White; and Gray Scale(ii) Include the name of the Commission.(iii) In A4 size paper and in a PDF or PSD soft copy on a windows readable compact disc(iv) Accompanied by a written description of its meaning and features.(v) Has names, postal addresses, email address and daytime telephone numbers of applicant	20 marks
2.	The logo design, proposed colors and tagline represents the Commission's mandate and thematic/subject relevance, and ensures recognizability	20 marks

3.	Uniqueness of relevant design, originality and creativity	20 marks
4.	Its positive and clear visual impact, aesthetics	20 marks
5.	Its suitability as a visual emblem of a public agency, in terms of design, font, and adaptability for use in different media, and all-round applicability	20 marks



REPUBLIC OF KENYA

PUBLIC SERVICE COMMISSION

LOGO DESIGN COMPETITION FOR THE PUBLIC SERVICE COMMISSION

DESIGN SUBMISSION FORM

Name:

Email Address:

Telephone No.

Logo Description:

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Signed:

Name:

National ID No.:

Date: