



Republic of Kenya

MINISTRY OF TRANSPORT, INFRASTRUCTURE, HOUSING AND URBAN DEVELOPMENT
State Department for Housing & Urban Development

DESIGN COMPETITION FOR THE LOGO FOR THE AFFORDABLE HOUSING PROGRAMME BY
THE GOVERNMENT OF THE REPUBLIC OF KENYA

TENDER NO. MTIHU/HD/06/2018-2019

DESIGN GUIDELINES

The Government of Kenya has identified four priority initiatives to be implemented over the next five years 2017 – 2022 including the Delivery of 500,000 Affordable Housing Units. The State Department for Housing and Urban Development is charged with the mandate of creating an enabling environment in the delivery of affordable homes. This programme is intended to run for five years to realise great impact on the lives of people. The Department therefore intends to develop a logo for this programme that will be used in public communication across all media – including print, electronic, and social media that rely on visual collateral.

COMPETITION RULES

The purpose of the competition is to design a Name, Slogan and Logo for the delivery of 500,000 Affordable Housing Project by the Government. Following are key competition rules:

1. The competition is open to all interested persons
2. Individuals may submit more than one entry
3. All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
4. All entries will become the property of State Department for Housing and Urban Development. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to State Department for Housing and Urban Development.
5. Except where prohibited by law, an entry submission into this contest constitutes permission to use the winning name, slogan and logo.
6. State Department for Housing and Urban Development reserves the right to modify the winning logo, name or slogan to better fit the needs of the competition.
7. Information submitted on the entry forms can be used by the State Department of Housing and Urban Development for publicity purposes without any further permission or compensation to the entrant(s)
8. The decisions of the Selection Committee will be final.
9. All entries should be submitted on A4 size paper and on scalable vector version in PDF so

that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.

SELECTION CRITERIA

A Selection Committee comprised of the State Department for Housing and Urban Development staff, experts and other stakeholders will evaluate all entries based on the following criteria (though other criteria may be considered):

- i. **Relevance** – Does the entry align with the theme and goals of the State Department for Housing and Urban Development Initiative on affordable housing?
- ii. **Originality** – Does the composition exhibit original design, creativity and imagination?
Aesthetic Quality – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design? Is the design consistent with Kenya's national image?

PRIZE MONEY

Prize money will be awarded to the three best entries as follows:

- i. Winning Entry – Kes. 100,000/-
- ii. First Runner Up – Kes. 30,000/-
- iii. Second Runner Up – Kes. 20,000/-

HOW TO ENTER

To enter the Logo Design Competition, eligible participants must:

1. Complete the Official Entry Form on the next page.
2. Create a logo design in .jpeg, .psd or PDF formats (chosen winners MUST be able to provide a high resolution vector file/link to file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
3. Submit your completed Entry Form and logo design to procurementhousingandurban@gmail.com by Friday, 23rd November 2018.



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ENTRY FORM

NAME: _____

EMAIL ADDRESS: _____

TELEPHONE CONTACT: _____

LOGO DESCRIPTION: *Please describe the symbolism behind your logo design*

By participating in the this Logo Design Competition, each entrant represents and warrants that s/he has read and agrees to be bound by the competition's rules. Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims other than the prize awarded to the winning entry. This form must accompany all submissions.

SIGNED: _____

NAME: _____

NATIONAL ID. NO: _____

DATE: _____