

## LOGO DESIGN



## COMPETITION

Following the enactment of the Energy Act, 2019, **Kenya Nuclear Electricity Board (KNEB)** has changed to **Nuclear Power & Energy Agency (NuPEA)** with effect from 28<sup>th</sup> March, 2019.

We wish to invite the public to participate in a Logo Design competition to create a new representative logo for the **Nuclear Power & Energy Agency**.

Explore your creative edge and craft a unique, simple and creative **Logo** and **slogan** that communicates our mandate.

**Winner - Kshs. 500,000**  
**1<sup>st</sup> Runner Up - Kshs. 350,000**  
**2<sup>nd</sup> Runner Up - Kshs. 150,000**

Submit your designs to [logo@nuclear.co.ke](mailto:logo@nuclear.co.ke)  
by **19<sup>th</sup> July 2019, 1000hrs.**

## TERMS OF REFERENCE FOR NUCLEAR POWER AND ENERGY AGENCY

### LOGO COMPETITION

**NuPEA** is currently in transition to fully align itself to its new mandate and relevant laws and shall continuously inform its stakeholders on key developments.

The new mandate entails:

- Development of Nuclear Power Programme for electricity generation in Kenya.
- Carrying out research for development of energy technologies and capacity building for the energy sector.

We invite the general public to participate in a competition to create a new representative logo for the Agency.

### GENERAL GUIDELINES

The following are guidelines and rules of engagement for the competition;

- The design be submitted in;
  - Black and white in six (6) hard copies on A4 size paper,
  - High resolution colour in six (6) hard copies on A4 size paper art or glossy paper,
  - PSD or PDF format (The winner MUST provide a high-resolution vector file from ADOBE Illustrator)
- The logo must be clear and distinctly identifiable for effective application on all Information, Educational & Communication materials and branded merchandise, website and social media handles.
- The logo and slogan must clearly communicate our mandate.
- The colour scheme should easily identify with the Agency's functions
- The logo should be accompanied with a description of the inspiration to the final logo.
- Entrants should provide their full names, postal address, physical address, email and daytime telephone numbers.
- Each entrant should submit not more than three designs under one entry.
- The winning logo shall become the property of the Agency.
- By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design shall belong to, and remain the property of the Agency.
- The winning entry shall be subject to intellectual property protection.
- The Agency reserves the exclusive rights to modify the winning logo.
- All submitted materials shall remain properties of the Agency.
- The participants agree to indemnify the Agency from any losses and the judges' decision is final and not open to any correspondence or appeal.
- To be eligible, entrant(s) must be Kenyan youth aged **35 years or below**;
- Entries can be submitted individually or as a team effort.

### SELECTION CRITERIA

- Originality - the composition exhibits original design, creativity and imagination.
- Relevance - the entry shall be aligned with the Agency's mandate.
- Aesthetic Quality - the submission should command attention, follow the principles & elements of Art & Design.
- Creativity that clearly portrays the Agency's mandate.
- Clear explanation of the elements in the logo and representation and relevance to the Agency.

### REWARD FOR THE WINNING DESIGNS

The selected winning logo will be awarded in order of merit as follows;

- First position: **Kshs. 500,000.00**
- Second position: **Kshs. 350,000.00**
- Third position: **Kshs. 150,000.00**

### SUBMISSION GUIDELINES/PROCEDURE

The hard copy designs should be sent in sealed envelopes marked (**Nuclear Power & Energy Agency Logo Design Competition**) on or before **19<sup>th</sup> July 2019, 1000hrs** by courier or hand delivery, to:

**The Chief Executive Officer**  
**Nuclear Power & Energy Agency**  
**KAWI Complex, South C, Off Red Cross Rd**  
**P.O. Box 26374 00100**  
**Nairobi, Kenya.**

This should be accompanied by a soft copy emailed to [logo@nuclear.co.ke](mailto:logo@nuclear.co.ke) as a **JPEG** and a vector **AI/PDF** file not exceeding **10MB** size.