

Caribbean Agricultural Health & Food Safety Agency (CAHFSA)

LOGO DESIGN Competition

The Caribbean Agricultural Health and Food Safety Agency (CAHFSA) is desirous of having a logo design that will serve as an effective corporate identity of the Agency.

CAHFSA is a CARICOM intergovernmental Agency mandated to perform a coordinating and organizing role for the establishment of an effective and efficient regional Sanitary and Phytosanitary (SPS) regime.

The services offered by CAHFSA falls under 3 main areas: Food Safety, Plant Health, and Animal Health.



**For Rules & Submissions
Guidelines Visit**

<http://bit.ly/cahfсалogorules>
or Email: cahfсалogocompetition@gmail.com

**Deadline
For Submissions
Monday
August 17, 2015**

Visit & Like (CAHFSA) Page
www.facebook.com/www.cahfsa.org



**The CAHFSA Logo Competition is funded under the
10th EDF Sanitary and Phytosanitary Measures (SPS) Project**
Support to the Caribbean Forum of ACP States in the Implementation of Commitments Undertaken
Under the Economic Partnership Agreement (EPA): Sanitary and Phytosanitary Measures (SPS)



Caribbean Agricultural Health and Food Safety Agency (CAHFSA)

Logo Design Competition Rules and Submission Guidelines

INTRODUCTION:

The Caribbean Agricultural Health and Food Safety Agency (CAHFSA) is an intergovernmental agency established by the signing of an agreement among Member States of the Caribbean Community.

The primary goal of CAHFSA is to assist CARICOM Member States to coordinate and strengthen their infrastructure, institutional and human resource capacity to effectively deliver agricultural goods that meet international agricultural health and food safety standards, measures and guidelines in order to safeguard human health and to prevent the introduction, or minimize the incidence of transmission of agricultural pests across national borders.

CAHFSA objectives seek to develop and implement an effective Sanitary and Phytosanitary (SPS) regime which facilitates trade in agricultural products. CAHFSA will execute programs which can be delivered more efficiently and effectively at the regional level (for example the harmonization of legislation), assist in coordinating stakeholders involved in SPS activities across the region and assist Member States to develop and strengthen their own agricultural health and food safety systems. CAHFSA is mandated to avoid duplication of actions among agencies, and to make vital links with other regional and international agencies.

The services offered by CAHFSA falls under three (3) main areas: Food Safety, Plant Health, and Animal Health.

CAHFSA LOGO DESIGN COMPETITION:

CAHFSA is desirous of having a logo design that will serve as an effective corporate identity of the Agency. The desired logo must be a representation of CAHFSA's primary goal and objectives. The logo design must be an identifiable image that will help to define CAHFSA's brand while creating stability, maintaining cohesiveness and sends a clear and consistent message to all stakeholders. To this end, a competition is launched to give participants the opportunity to design a logo for CAHFSA.

ELIGIBILITY:

The logo competition is opened to residents of the CARIFORUM member states. Parental consent is required for those applicants under the age of 18

ENTRY:

To enter the contest, eligible participants must accept and agree to comply with the competition rules and submission guidelines.

- Participants can submit a maximum of 2 entries these must be separate submissions.
- Entries which do not adhere to the rules and guidelines will not qualify for judging.
- A description of the logo must be submitted, and should not exceed 250 words.

LOGO DESIGN GUIDELINES:

- a. Must be creative, original and not previously published.
- b. The logo must reflect the goals and objectives of CAHFSA
- c. The logo must use the colours: dark blue, light blue, green and yellow.
- d. Logo will not include any material (photograph, icon, symbol etc) that is copyright protected by any person or organisation/club/society.
- e. The logo must reproduce well in electronic and print media.
- f. Should be legible when reproduced on small surfaces
- g. Visually effective when used in color or in grayscale.

SUBMISSION GUIDELINES:

A signed statement by the participant that the logo design does not include any copyright protected or Royalty payable material is required.

Hard copy submissions should be mounted on: Letter size (8 ½" X 11"), sturdy card or presentation board. *(No submitted entries will be returned)*

The completed entry form must be included in the submission package.

Digital Formatting for soft copy submissions:

- a. Soft copy of the logo can be uploaded via the digital entry form at <http://bit.ly/cahfsa-entryform> or email: cahfsalogocompetition@gmail.com
- b. The acceptable image file formats are **.png, .jpg, jpeg and .pdf** (Resolution of 300 dpi and file size less than 3 MB). The logo design is only required in ONE of the above mentioned formats.
- c. If the logo incorporates fonts, the font names should be provided.

CAHFSA reserves the right to accept or to reject any or all submissions that do not meet the requirements for participation and/or competition. Incomplete entries will be declared void and will not be eligible for judging.

Deadline for Entries

The logo design and completed entry form must be submitted by **4:30p.m. Eastern Caribbean Time, Monday, 17th August, 2015** to cahfsalogocompetition@gmail.com or the office of, **IICA Barbados**, 3rd Floor, Baobab Building, Warrens, St. Michael, Barbados, West Indies.

JUDGING CRITERIA:

Judging will be carried out according to the following criteria:

- Originality of the design
- Visual appeal reflecting goals, objectives and aspirations of CAHFSA
- Adherence to the logo design guidelines

Selection of Winners

All entries will be screened, those that comply with the official contest rules and have met the guidelines and specifications will be judged.

The winner will be notified at the end of judging. If there is no winner, CAHFSA reserves the right to run the contest, again, at a later date.

The decision of CAHFSA will be final.

Winning Logo Entry will receive:

- 1) Artistic credit for their winning design, in print and other media.
- 2) A Certificate.
- 3) An invitation to the official logo launch with complementary airfare and accommodations.
- 4) The opportunity to be featured on CAHFSA web site.

Certificates of appreciation will be given to the second and third place logo design.

INTELLECTUAL PROPERTY RIGHTS:

- 1) Any and all intellectual property or other related rights in the logos submitted to CAHFSA for this competition will reside in and belong to CAHFSA and shall be the sole exclusive property of CAHFSA.

- 2) CAHFSA reserves the right to use the logo (s) or any part thereof in any manner that it sees fit.

AGREEMENT TO OFFICIAL RULES:

By participating in the competition, participants agree to abide by the rules and conditions as established above.

***The CAHFSA Logo Competition is funded under the
10th EDF Sanitary and Phytosanitary Measures (SPS) Project
“Support to the Caribbean Forum of ACP States in the
Implementation of Commitments Undertaken Under the
Economic Partnership Agreement (EPA):
Sanitary and Phytosanitary Measures (SPS)”
Being executed by the Inter-American Institute for Cooperation on
Agriculture (IICA).***

This form must accompany all artwork submitted in the CAHFSA Logo Design Competition.

To submit your logo design online via the digital version of this entry form visit

<http://bit.ly/cahfsa-entryform>

**Caribbean Agricultural Heath and Food Safety Agency
(CAHFSA)**

Logo Design Competition

OFFICIAL ENTRY FORM

DEADLINE: Monday, 17th August, 2015

Artist Name: _____ Date of Birth _____

Address: _____

City: _____

County: _____ Email: _____

Home Phone: _____ Cell Phone: _____

Parents/Guardian Name: _____ Phone: _____

I have read and fully understand and will comply with the rules and conditions of this competition. I understand any and all intellectual property or other related rights in the logos submitted to CAHFSA for this competition will reside in and belong to CAHFSA and shall be the sole exclusive property of CAHFSA.

CAHFSA reserves the right to use the logo (s) or any part thereof in any manner that it sees fit.

Date

Signature of Artist

Date

Signature of Parent/ Legal Guardian

All entries must be signed above. Parental consent is required for those applicants under the age of 18.

Contact Information:

Troy Holder, Communications Specialist

Mobile: (246) 256-1804

Email: cahfsalogocompetition@gmail.com

FOR IMMEDIATE RELEASE

CAHFSA Launches Logo Design Competition

Bridgetown, Barbados, July 22, 2015 – Caribbean (CARIFORUM) residents are invited to submit creative ideas in a logo competition launched by the Caribbean Agricultural Health and Food Safety Agency (CAHFSA).

The agency is desirous of having a logo design that reflects its goals and objectives plus serve as an effective corporate identity.

The competition, which is funded under the 10th European Development Fund (EDF) Sanitary and Phyto-Sanitary (SPS) Project, is open to residents of all CARIFORUM Member States.

Chief executive officer of CAHFSA, Simeon Collins, said the winning logo will appear on the agency's letterheads, business cards, website, etc.

"The logo is the very first thing a reader will notice, even before reading text, so we want it to create a brand identity for the institution to inspire trust, recognition and admiration for the agency," he said.

The logo should utilize the colours of – dark blue, light blue, green and yellow; be creative, original and not previously published; must not include any material (photograph, icon, symbol, etc.) that is copyright protected; must reproduce well in electronic and print media; must remain legible when the size is reduced; and must be visually effective in both colour and grayscale.

Electronic and hard copy entries (size 8 ½" x 11"), along with completed entry forms, should be submitted by 4:30 p.m. ECT on Monday, August 17, 2015 to, cahfsalogocompetition@gmail.com or the office of Inter-American Institute For Cooperation On Agriculture (IICA) in Barbados, 3rd Floor Baobab Tower, Warrens, St. Michael, Barbados.

The individual who submits the winning entry will receive a certificate, an invitation to the official logo launch with complimentary airfare and accommodations, artistic credit for their design, and the opportunity to be featured on the CAHFSA website.

Entry forms and full details of competition rules and guidelines are available at:
www.Caricom.org

About the Caribbean Agricultural Heath and Food Safety Agency

The Caribbean Agricultural Heath and Food Safety Agency (CAHFSA) is an intergovernmental agency established by the signing of an agreement among Member States of the Caribbean Community.

The primary goal of CAHFSA is to assist CARICOM Member States to coordinate and strengthen their infrastructure, institutional and human resource capacity to effectively deliver agricultural goods that meet international agricultural health and food safety standards, measures and guidelines in order to safeguard human health and to prevent the introduction, or minimize the incidence of transmission of agricultural pests across national borders.

END