



Ministry of Science, Technology & Tertiary Education

St. Augustine Education City Committee

Information Package

Logo and Tagline Competition

Guidelines for Entry

- 1.) Entrants are required to complete the attached **Application Form** and **Justification Form – Design and Concept**; explaining the designer's vision behind the Logo and Tagline in relation to the St. Augustine Education City. Please note that the Logo and Tagline must be developed for the purposes of the **St. Augustine Education City** and **NOT** for the **St. Augustine Education City Committee**.
- 2.) Submissions are to be placed in the Logo and Tagline Contest Box (for printed submissions) or emailed to educationcity@gov.tt (for electronic submissions) **NO LATER THAN FRIDAY JULY 6TH 2012 AT 4:00PM.**

For Printed Submissions:

Please deposit black and white and full coloured versions (in triplicate for each) in the Logo and Tagline Contest Box on the **18th Floor, International Waterfront Complex, Tower C, Ministry of Science, Technology and Tertiary Education, 1A Wrightson Road, Port of Spain.** Please ensure that the aforementioned forms and the artwork are placed in one (1) envelope (Letter Size: 8 ½" × 11").

For Electronic Submissions:

Please email the submission/s with the aforementioned forms to educationcity@gov.tt and submit in both black and white and full coloured versions.

Application Form

Provide complete all of the relevant fields below:

First Name:*	
Middle Name:*	
Last Name:*	
Phone Contact 1:*	
Phone Contact 2:*	
E-mail Address (If Available):	
Higher Education Institution/ Organization (If Applicable):	
Programme of Study/ Job Title (If Applicable):	

** Mandatory Fields*

Justification Form – Design and Concept

Provide a brief justification for the selected Logo and Tagline below:

1.) Logo.....
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2.) Tagline.....
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Rules of Engagement

- 1.) Entrants may submit multiple entries. Each entry requires the completion and submission of a separate **Justification Form – Design and Concept.**
- 2.) Printed submissions of the Logo must not exceed five squared centimetres (5 cm²) in dimension. Electronic submissions must be sent in jpg, png or pdf formats and should not exceed three hundred and twenty (320) pixels in width and two hundred and eighty (280) pixels in height. Printed and electronic submissions should be placed on a white background.
- 3.) Printed and electronic submissions of the Tagline must not exceed more than eight (8) words in length. Printed and electronic submissions should be placed on a white background.
- 4.) The Logo and Tagline will be judged independently but both must be aligned to the overall vision of the St. Augustine Education City.
- 5.) The Logo and Tagline must be original works for which the designer has complete rights and ownership, such that the designer is able to grant exclusive rights for the use of the Logo and Tagline. Entrants will be automatically disqualified for any form of plagiarism, breach of copyright regulations or participation in any illegal or unethical

behaviour. The St. Augustine Education City Committee reserves the right to recover losses incurred as a result of the foregoing.

6.) By submitting a Logo and Tagline for consideration, entrants provide permission to reproduce the Logo and Tagline solely for the purposes of the Logo and Tagline Competition. The winning artwork and concept will become the exclusive intellectual property of the Government of the Republic of Trinidad and Tobago (GoRTT). Please save your vector artwork in the event that your work is selected as the GoRTT will reserve the right to modify and animate the winning Logo and Tagline.

7.) The St. Augustine Education City Committee reserves the right to accept or reject any entries in the competition.

Background Information

Mandate of the St. Augustine Education City Committee

The St. Augustine Education City Committee (SECC) was formally established under the auspices of the Ministry of Science, Technology and Tertiary Education in May 2011 by the Cabinet of Trinidad and Tobago. The overarching mandate of the SECC is to develop the St. Augustine region (hereafter referred to as the **St. Augustine Education City**) into an **'integrated centre for academic excellence'**, which would:

- (i) provide a vibrant service sector linked to the academic community; and
- (ii) facilitate investment in post-secondary education services such as publications, technology parks, internet cafés and a shopping village plaza to cater to the local and regional student community. The transformation of the St. Augustine area into a university town is thus envisaged to be a major catalyst for the creation of a vibrant cluster of entrepreneurial activities in the St. Augustine area towards the promotion of economic development of the nation as a whole.

The specific Terms of Reference of the SECC is as follows:

1. To oversee the establishment of the St. Augustine Education City as an integrated centre for academic excellence;
2. To foster the growth of a vibrant service sector linked to the academic community; and
3. To co-ordinate the establishment of a security infrastructure accommodation for students and transportation service for all students coming into the region.

The boundary of the St. Augustine region is as follows:

- The Northern Range on the North;
- The Caroni River on the South;
- Orange Grove Road on the East; and
- The Uriah Butler Highway on the West.

The St. Augustine region comprises a mix of residential and commercial communities inclusive of Champ Fleurs, St. Joseph, Curepe, Tunapuna, El Dorado, Macoya and St. Augustine.

The major public and private tertiary level institutions operating within the region include a mix of public and private higher education institutions such as The University of the West Indies, the University of Trinidad and Tobago, the Hugh Wooding Law School, the Arthur Lok Jack Graduate School of Business, the Cipriani College of Labour and Co-operative Studies and SAM Caribbean Limited. These institutions, among others, are considered to be integral in expanding human capital output – which the Government of the Republic of Trinidad and Tobago has identified as a major contributor to economic growth and sustainable development.

For further information please contact:

Secretariat

St. Augustine Education City Committee

C/o Higher Education Services Division

Ministry of Science, Technology and Tertiary Education

Level 18

International Waterfront Complex, Tower C

1A Wrightson Road, Port-of-Spain

Phone: 623-9922 Ext 336

E-mail: educationcity@gov.tt

Facebook: <http://www.facebook.com/MSTTE>

Selection Process and Prizes

- 1.) Entrants would be initially shortlisted by an evaluation committee comprising representatives of the St. Augustine Education City Committee, an expert in the field of design and a representative from the Ministry of Science, Technology and Tertiary Education.

- 2.) Shortlisted candidates may be invited to an interview to provide some more information on the design and concept of the Logo and Tagline. This invitation will be scheduled based on the availability of the candidate/s.

- 3.) The evaluation committee will then select the winner/s based on the satisfaction of standardized criteria. One (1) candidate may be selected as the winner for both the Logo and Tagline.

- 4.) The selected winner/s will be informed formally that he/she has been successful. The selected winner/s will then be invited to a meeting to sign a relevant form which will provide sole ownership of the design and concept of the Logo and Tagline to the Government of the Republic of Trinidad and Tobago.

- 5.) The selected winner/s is/are expected to attend the prize giving ceremony where the Logo and Tagline will be unveiled to the national community in a public forum.

- 6.) **The winner of the Logo Competition will be awarded \$5,000 and the winner of the Tagline Competition will be awarded \$3,000.**