

OFFICE OF UTILITIES  
REGULATION

LOGO COMPETITION  
RULES

2019 OCTOBER

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1. The Office of Utilities Regulation (“OUR”) is a body corporate established under the Office of Utilities Regulation Act to regulate the provision of prescribed utility services in Jamaica. “Prescribed utility services” refer to the generation, transmission, distribution and supply of electricity, the provision of telecommunications services, the supply and distribution of water and the provision of sewerage services.
2. The OUR was established in 1997 to contribute to national development by effective regulation of utility services that enables consumer access to modern, reliable, affordable and quality utility services while ensuring that service providers have the opportunity to make a reasonable return on their investment.
3. After twenty years of using the same logo, the OUR considers it desirable to review its logo with a view to determine whether it is time to re-brand itself with a new, fresh logo that will connect with a newer generation of consumers and stakeholders. While the design of the current logo might have fitted well with the OUR five (5) or ten (10) years ago, the organization deems it important to assess and as appropriate, change and/or tweak the current design.
4. Further, in keeping with the organization’s commitment to its own continual improvement process noted in its Quality Policy Objectives, the OUR has an ongoing interest in reviewing and keeping its image (including its logo) current. It is envisioned that the logo that emerges from this exercise will be current, forward looking, grow with the organization, and convey to the public a general idea of what the organization does without needing to resort to many words.
  - Broadly, the following are the general guidelines for the logo review and development as appropriate:
    - The OUR logo must incorporate the organization’s tagline; be recognisable, striking a balance between simplicity and effectiveness, making it memorable.
    - It is expected that the logo will stand the test of time – and will not be subject to ‘trend’ or fashion.
    - The OUR logo is expected to be versatile as it will be used across a range of mediums, print, on-line, video etc.,
    - The logo must be appropriate and must resonate with the OUR’s audience(s), incorporating relevant elements – colours, shapes or characters – with which the target audiences (i.e. all stakeholders including, consumers, utility providers, academia, businesses etc.,) can identify.

## Who can enter the Competition

1. Category 1: (Open) All Jamaicans, sixteen (16) years old and over.
2. Category 2: (Students) registered secondary and tertiary level students between 16 and 24 years old. Students must be registered in an educational institution in Jamaica.
3. Members of staff of the OUR or their relatives and persons associated with advertising or marketing companies doing business with the OUR are prohibited from entering.

## Competition Rules

### 5. Number of Entries

- (i) There is no fee to enter the competition.
- (ii) Each entry must contain two (2) of the same designs submitted in hard **or** soft (digital) copies: one copy of the design must be in full colour (using no more than three colours) and one must be in black and white.
- (iii) A maximum of two entries per artist is allowed. Each should have the artwork in colour and one in black and white.

### 6. Size of entries

- (i) Logo size must be a maximum of 15 cm in length or width. (Does not have to be square shaped).
- (ii) Hard copies must not exceed 8.5” x 11” and must be submitted on white cartridge or a thicker white paper.
- (iii) Soft copies must be submitted in jpeg or pdf format and the file must not exceed 5MB.

### 7. Entry Forms

- (i) No names of entrant should be placed on the artwork. This information **SHOULD ONLY** be placed on the entry forms which must accompany each submission.
- (ii) Each entry must be submitted with an Entry Form. **ENTRIES SUBMITTED WITHOUT THE REQUISITE ENTRY FORM WILL NOT BE ACCEPTED.**

- (iii) Entry forms can be collected from Art Teacher or School Office, from the Ministry of Education's Regional offices or can be downloaded from the OUR's website: [www.our.org.jm](http://www.our.org.jm)

## 8. Submissions

- (i) Entrants may seek to modernise the existing logo or create a new logo.
- (ii) Entries must be reproducible across print, digital and large formats.
- (iii) Entrants MUST NOT change the OUR's tagline. The OUR tagline "*Regulating Utilities for the Benefit of All*" must be added to the logo design and the words 'Office of Utilities Regulation' must form a part of the design.
- (iv) Each entry must be:
- o The original work of the artist, and must not include, be based on, or derived from any pre-existing or third party designs, trademarks, or copyrighted images. (Except that it can be a modernised version of the current OUR logo design);
  - o Free of any copyright or intellectual property claims; and
  - o Easily recognizable as the OUR's logo.
- (v) The work must incorporate the use of the acronym 'OUR'.

## 9. Copyright and Ownership

- (i) All entries submitted must be in accordance with the copyright laws of Jamaica. (Read about Jamaica's Copyright Act at <https://www.jipo.gov.jm>)
- (ii) On completion, the OUR shall retain all copyright and ownership of the logo and its images in all formats. Each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to the OUR.
- (iii) **ALL** entries will become the property of the OUR.
- (iv) By submitting an entry, the entrant agrees that any and all intellectual property rights within the logo design are deemed to have been assigned to the OUR.
- (v) Except where prohibited by law, an entry submission into this competition constitutes permission to use the winners' names, likeness, prize information, and information

provided on the entry form for publicity purposes without further permission or compensation.

- (vi) Entries may be placed on the OUR's website after the winners have been announced.
- (vii) The OUR reserves the right to modify the winning logo to better fit its needs. As such the OUR shall have the right to adapt, edit, modify or otherwise use the winning submission in part, or in its entirety in whatever manner it deems appropriate.
- (viii) The OUR reserves the right to use the entry(ies) for future promotional purposes.
- (ix) The OUR may decide not to select a winner if, in its view, the entries do not meet the required standard.

**10. How and when to submit your entry(ies).**

- (i) Entries must be submitted via email to: [ourlogoja@gmail.com](mailto:ourlogoja@gmail.com) by hand or mail to:

**OUR's Logo Competition**  
**Office of Utilities Regulation**  
**3<sup>rd</sup> Floor, PCJ Resource Centre**  
**36 Trafalgar Road**  
**Kingston 10.**

- (ii) The postmark on the envelopes sent via by mail, or by hand must reflect dates by or before the end date of the competition, that is **2019 November 22 at 4:30 p.m.**
- (iii) Each submission must be accompanied by a completed entry form.
- (iv) No late entry will be accepted.
- (v) The OUR is not responsible for lost, late, misdirected, incomplete, illegible or otherwise unusable entries including entries that are lost or unusable due to computer, internet or electronic issues on the part of the entrant.

**11. Judging Criteria**

Entries will be judged on the following criteria:

- (a) Uniqueness and Creativity;
- (b) Visual Impact; and
- (c) Relevance.

**12. Selection of winner(s) and Prizes**

- (i) In the event that the competition winner(s) provides incorrect or invalid contact details, the OUR is not responsible for any inability to contact the winner regarding prize notification.
- (ii) The winner in each category and the overall winner will be selected by a panel of judges consisting of THREE (3) graphic artists with a combined experience of over fifty years as well as OUR personnel.
- (iii) In the event of a tie, the judges will vote blindly for their preference and the entrant receiving the most votes will win the competition.
- (iv) The following prizes will be awarded:

Category 1: Open

- First Place:** Cash prize of JA\$100,000
- Second Place:** Cash prize of JA\$50,000
- Third Place:** Cash prize of JA\$25,000.

Category 2: Schools

**First Place**

- (a) Cash prize of JA\$100,000 to the student.
- (b) Cash prize of JA\$50,000 to teacher/lecturer of the winning student.
- (c) Art supplies/vouchers in the amount of JA\$50,000 to the school of the winning student.

**Second Place**

- (a) Cash prize of JA\$50,000 to the artist.
- (b) Cash prize of JA\$35,000 to teacher/lecturer of the artist.
- (c) Art supplies/vouchers in the amount of JA\$35,000 to the school of the winning student.

**Third Place**

- (a) Cash prize of JA\$25,000 to the artist.
- (b) Cash prize of JA\$20,000 to teacher/lecturer of the student artist.
- (c) Art supplies/vouchers in the amount of JA\$20,000 to the school of the winning student.

**The competition opens on 2019 October 11 at 8:30 a.m.**

**The competition closes on 2020 January 31 at 4:30 p.m.**

**The winning entry will be announced in 2020 April.**