

## Hire Higher Me! Campaign Logo Competition Guidelines

### The University Council of Jamaica

The University Council of Jamaica (UCJ) was established by an Act of Parliament in 1987 as the national quality assurance body for tertiary education, to ensure quality through the adoption and improvement of educational standards. The UCJ is a statutory body currently under the portfolio of the Minister of Education and Youth.

The UCJ has assisted many higher education institutions to develop and adopt a quality assurance culture. The Council primarily registers institutions, accredits programmes and institutions and provides credential assessment services.

### Overview

The UCJ is seeking a logo for our **Hire Higher Me!** campaign launching in March 2023. The **Hire Higher Me!** Campaign will be the medium used by the UCJ to communicate our contribution to the Vision 2030 outcome of **world class education and training** as a basic right for Jamaican nationals. Quality higher education and training needs are increasingly being recognised as major determinants of a country's competitiveness.

There are rapid changes, globalisation and complexity in economic and socio-cultural ties characterise the world. The rapidity of these changes creates an environment in which the future goals of higher education and training institutions must be aligned. However, to achieve and maintain a value proposition as a nation, students must be equipped by institutions with multiple learning pathways to higher education. The **Hire Higher Me!** campaign champions this culture of quality not only for institutions but also for the future development and standard of life for all Jamaicans.

### Competition Guidelines

#### A. Purpose

The campaign will seek to focus on the achievement, personal development and professional growth that higher education provides, along with the employability afforded by earning quality assured qualifications. This document describes the official design requirements and rules of the competition.

1. The logo's design should reflect the purpose of the campaign.
2. The logo must be appropriate for professional business use.
3. The logo must have an eye-catching and recognizable design.

## B. Eligibility

1. The contest is open to Jamaican students of secondary schools, vocational and technical training centres, colleges and universities.

## C. Design Specifications

1. Your design must incorporate the UCJ's primary corporate colour (you may incorporate one or both of its secondary colours):
  - a. **Primary colour:** green (RGB: 0 177 64)
  - b. **Secondary colours:**
    - i. Blue (RGB: 0 51 160)
    - ii. Gold (RGB: 234 150 28)
2. Initial submissions should be at least 2000px X 2000px at 300ppi in JPEG, PNG or TIFF format.
3. The logo must be easily reproduced and scalable for large and small formatting, as well as capable of being printed on various media.
4. The winning entry must later be submitted in an editable vector format (AI, AFDESIGN, and Layered PDF) or raster format (PSD).

## D. Intellectual Property Rights

1. Entrants' submissions should be their own original work and not have been copied from other previous designs, including their own, or violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of the University Council of Jamaica, which may use it for any legal or moral purpose, including, but not limited to, display on our website, social media, and any other promotional and collateral material.

## E. Integrity

1. Submissions cannot be submitted or distributed to or used by any other entity unless explicitly approved by the UCJ.
2. The entrant reserves the right to include the submission in their graphic design portfolio.

## F. Submission Deadline

1. All entries must be submitted electronically to **info@ucj.org.jm** with the subject line **"UCJ Logo Contest Entry"**, no later than **4pm on February 24, 2023**.
2. Submissions must include the full name of the person who designed the logo, their email address, telephone number, institution and student ID.

### **G. Entry Fee**

1. There is no fee to enter the contest.

### **H. Judging**

1. The winning entry will be selected by a competent panel determined by the UCJ.
2. Entries will be judged on their alignment with the campaign's goals, their visual appeal and quality of design, and their adherence to the specifications.
3. The decision of the judges will be final and no correspondence can be entered into.

### **I. Prize**

1. The winning entrant will win placement at a media-based entity/department to, among other things, facilitate further industry/skills development and portfolio building.