

South Asia Coral Reef Task Force (SACRTF) Logo Contest

Introduction:

The establishment of the SACRTF has been made possible through the ICRAN-SACEP project “Institutional strengthening and capacity development for the long term management and conservation of MCPAs encompassing coral reefs in the South Asia”, with funding from the European Union.

A key objective of the SACRTF will be to help participating countries to work together to safeguard their essential coral reef, mangrove and sea-grass habitats for the benefit of the people of South Asia, and to encourage coordinated management and conservation approaches, and information exchanges between the maritime countries of the region.

A Logo competition is launched across the region to develop a unique and exciting logo for the SACRTF. Selection and the official launch of the SACRTF Logo will be decided by the South Asia Coral Reef Task Force (SACRTF) members.

The Challenge:

The SACRTF is looking for a logo and is calling on the creative – marine and coastal - community to help develop a visual identity. Put your originality to the test and send us a logo design that we can use on all SACRTF materials (including our website, letterheads, promotional material, conference banners, and anywhere else our name might appear).

For more information on the project and the organizations, visit www.icran.org or www.sacep.org or http://www.sacep.org/html/projects_ongoing_icran.htm

Contest Rules:

Submission of an entry into the contest will be considered acknowledgement and agreement to the following rules:

1. This contest is open to all capable of meeting the guidelines and contest rules.
2. All entries will be judged together, regardless of the age of the entrant and will not be broken into different categories.
3. The winner will be informed via E-Mail or telephone prior to a public announcement.
4. Completed logo designs must be original and cannot be copied from another source. You may use computer-assisted art tools, Photoshop, hand drawings, or whatever method you choose to create an image. Entries can be either black and white or color. Logo designs must be submitted in GIF, JPEG, BMP or PNG format and must be a minimum of 300 dpi. Please do not submit an animation design. Color entries must be able to be reproduced and legible in black and white. We recommend that you try to keep your design relatively simple.
5. Any entries that contain objectionable, offensive or copyrighted material will not be accepted. Any entries not meeting the contest rules will also not be accepted.
6. CD Submissions may be mailed to:

Director General, South Asia Cooperative Environmental Programme, No; 10 Anderson Road, Colombo 5, Sri Lanka.

Electronic submissions may be emailed to sacep@eol.lk

Please include your name and contact information. If you wish, you may submit a paragraph to explain the background concepts of your design.

7. All submitted entries automatically become the property of the South Asia Cooperative Environment Program (SACEP) and will not be returned. By submitting an entry, the contestant agrees that all private information, art and graphics you submit become the property of the SACEP. SACEP may alter the images and designs, and use them at its discretion.
8. All questions regarding this contest should be e-mailed to po_sacep@eol.lk
9. Logo entries should be submitted on or before 15th February,2008 and the SACRTF logo will be finalised by a three member sub-committee of the SACRTF consisting of the Patron, Chairman and the Member Secretary.

Key Attributes to be considered while designing the logo:

1. The logo must be clear even when reduced to a size of less than 1 sq cm.
2. The logo must give equal recognition to the five participating maritime countries.
3. The logo must focus on the conservation and development of the coral reef and associated ecosystems.
4. The logo must find some place for the abbreviations SACRTF.

Contest Prize:

The creator of the winning design chosen by the SACRTF members will be awarded a congratulatory certificate and acknowledged by name and/or organization on both the SACEP, and the upcoming SACRTF web site (www.sacep.org), and in regional project updates and outreach materials.
