



ASSOCIATION OF CARIBBEAN UNIVERSITIES AND RESEARCH INSTITUTES
ASOCIACIÓN DE UNIVERSIDADES E INSTITUTOS DE INVESTIGACIÓN DEL CARIBE
ASSOCIATION DES UNIVERSITES ET CENTRES DE RECHERCHE DE LA CARAÏBE

LOGO DESIGN AND TAGLINE COMPETITION

BE A PART OF THE NEWEST VISION FOR CARIBBEAN HIGHER EDUCATION

The Association of Caribbean Universities and Research Institutes (UNICA) was established in 1967 to support the regionalization of higher education and foster cooperation among the higher education institutions in the Caribbean region. The Association defines the Caribbean as the geographical area comprising islands of the Antilles and Coastal zones of countries surrounding the Caribbean Sea and Gulf of Mexico, including Central America and the northern region of South America and the Guianas, thereby acknowledging the transnational, translingual and transcultural forces of the region.

As an early example of initiatives designed to unite the region and promote collaboration and partnerships, UNICA will celebrate its 50th Anniversary on November 12-13, 2018 in Santo Domingo, Dominican Republic with a nod to its past achievements and a rebranding and relaunch under a new name: *Universities Caribbean*. The new vision of the Association aims to continue to enhance regionalization among higher education institutions in the region, foster sustainable partnerships to increase the competitiveness of these institutions in the global environment, create a global platform for higher education in the region and facilitate greater access and mobility for students and researchers.

UNICA is celebrating 50 years of service to the Caribbean region and recognizes that it must retain its role as the central player in the development of new and innovative ideas to address the social, economic and cultural changes occurring in the region. The Association also acknowledges that it is universities and research institutions in partnership with other stakeholders that can drive scientific advances in biotechnology, medicine, economics, social studies and countless other fields.

In this new era of technological advancement, ecological engineering and global innovations, UNICA strives for revival and rebranding under the new name, *Universities Caribbean*. The revitalized organization vows to:

1. Implement its new strategic plan.

2. Strengthen connections among its members.
3. Encourage new membership throughout the Caribbean and the Americas.

Universities Caribbean genuinely seeks to transcend national borders in order to generate innovative scholarships, joint programs of excellence and avant-garde research projects. Within the organization, transversal and translinguistic research units will focus on topics that are highly significant to the Caribbean region.

To mark the first phase of its rebranding as *Universities Caribbean*, UNICA has launched a logo and tagline competition under the following guidelines:

ELIGIBILITY:

- Students of member institutions of UNICA.
- Entries can be submitted by a team of one (1) or more persons.

RULES FOR SUBMISSION:

- Fill out the entry form completely. This information will be reproduced exactly as submitted if you are selected as the winner.
- Each entry should be submitted in monochrome and colour formats.
- Each entry must be accompanied by a short summary outlining the concept in 100 words or less.
- Each tagline must be accompanied by a short summary outlining the concept in 100 words or less
- Each entry must :
 - be the original work of the artist;
 - be free of any copyright or intellectual property claims;
 - be easily recognizable as the 'Universities Caribbean' logo;
 - work well both in colour and in monochrome (black-and-white or greyscale);
 - be reproducible with simple technical means, e.g. black and white low resolution photocopy;
 - work on both print and electronic materials (websites, e-mails, etc);
 - work on large and small applications.
- All entries become the property of UNICA and, subsequently, '*Universities Caribbean*' and copyright of the new logo must be assigned to the same.
- Each entrant may submit a maximum of two entries.
- The entries from which the design is selected, will be displayed on the UNICA ('Universities Caribbean') web site after the final results of the competition have been decided.
- Entries should be submitted to: unicacompetition2018@gmail.com with the Subject: **UNICA Logo and Tagline Competition.**

JUDGING: Entries will be judged on the following criteria;

- Originality
- Evidence of research
- Relevance
- Visual impact

UNICA maintains the right to reject any entry that does not meet the requirements and may decide not to award a prize if, in its view, the entries do not meet the required standard.

JUDGES: Entries will be judged by a panel comprised of representatives from UNICA's Executive Committee.

PRIZES: The following prizes will be awarded:

- Cash Prize of US \$500.00 will be awarded for the logo design.
- Cash Prize of US \$500.00 will be awarded for the tagline design.
- Free membership for the winner(s) and the associated university for one year.

COMPETITION SCHEDULE

- Deadline for submission of entries: October 20, 2018 (*no later than 11:59 p.m. Jamaican time*)

For further information contact: unicacompetition2018@gmail.com