



EAST AFRICAN COMMUNITY

EAC EMBLEM & LOGOS *Competition*

Open to the Youth
aged 18-35

Competition Period 1st June to 31st August 2017

Guidelines

EAC Secretariat
Arusha, Tanzania
May 2017

TABLE OF CONTENT

1. Background.....	3
2. Current EAC Brand Architecture Gaps.....	3
3. Benchmarking with global best practice.....	4
4. Mandatory guidelines for the new EAC Brand Architecture.....	4
5. New EAC Brand Architecture Visual Message.....	5
6. Evaluation and selection process.....	5
7. Eligibility to participate in the Competition.....	5
8. Sensitization workshops for the youths in the Partner States.....	6
9. Competition Awards.....	6
10. Competition deliverables.....	6
11. Technical presentation and submission of concepts.....	7
12. Clarifications.....	8
13. Description of EAC Organs and Institutions.....	8
Appendix 1: Current EAC Brand Architecture Review.....	13
Appendix 2: Example of the United Nations Brand Architecture.....	14
Appendix 3: Example of the European Union Brand Architecture.....	15

1. BACKGROUND - EAST AFRICAN COMMUNITY (EAC)

The East African Community (EAC) is the regional intergovernmental organisation of Republics of Burundi, Kenya, Rwanda, Uganda, South Sudan and the United Republic of Tanzania, with its Headquarters in Arusha, Tanzania.

EAC aims at widening and deepening co-operation among the Partner States in, among others, political, economic and social fields for their mutual benefit.

EAC Partner States established a Customs Union in 2005, a Common Market in 2010 and signed the East African Monetary Union (EAMU) Protocol in 2013 and are progressing towards implementation of the Monetary Union Protocol, and ultimately a Political Federation of the East African Partner States. The 18th Ordinary Summit of the EAC Heads of State held on 20th May 2017 in Dar es Salaam, Tanzania, adopted Political Confederation as a Transitional Model of the East African Political Federation and directed the Council of Ministers to constitute a Team of Constitutional Experts to draft the Constitution for the Political Confederation and report to the 19th Summit. The Confederation Model of Political Federation will be gradual, incremental collaboration in specified areas where the Partner States will pool their sovereignty.

In view of the recent enlargement of the EAC following the admission of the Republic of South Sudan, the EAC Secretariat now invites youths between the age of 18 years and 35 years to participate in a regional competition to design the new EAC Emblem and 10 logos for the EAC Organs and Institutions.

Youth participation in this process is in line with the Directive of the 24th Meeting of the Sectoral Council of Ministers Responsible for EAC Affairs and Planning (SCMEACP) held on 30th June 2016, which directed the EAC Secretariat to use the Youth in the region in the process of developing the new EAC Brand Architecture (Emblem and Logo).

The Emblem and Logos for Organs and Institutions are some of EAC's most valuable intangible assets. Their value as part of EAC identity assets is strengthened when used correctly and consistently whilst identifying EAC across all communication platforms.

2. CURRENT EAC BRAND ARCHITECTURE GAPS

EAC does not have a clearly defined brand architecture for its Organs and Institutions and this has created a gap that has led to the inconsistent design of new logos for EAC Institutions.

The use of the EAC logo differs per Institution; some institutions have adopted the EAC logo as their primary logo and while others have created their own logos. This has resulted in some EAC Institutions entrenching visual brand independence that completely isolates them from the EAC look and feel.

The EAC has two different strategic visual symbols; the EAC Flag and the EAC Logo (the Logo is also part of the Flag).

These have different dominant colours. The Logo has green as its dominant colour while the Flag has blue as the dominant colour as illustrated in Appendix 1.

This has led to an inconsistent corporate colour scheme for EAC and resulted in some communication materials sometimes being designed with a dominant blue shade or dominant green shade demonstrating the need to have a clearly defined official corporate colour for the EAC.

The EAC Logo has a lot of information contained in it and it has too many colours. The Flag and Logo are not designed to be adaptive to the expansion of the Community both in terms of geographical location and colour scheme.

2.1 SUMMARY OF CURRENT BRAND ARCHITECTURE GAPS

- (i) Lack of a visual connection between Organs and Institutions
- (ii) Some EAC Institutions have adopted the EAC logo as their primary logo whilst others have acquired their own unique logos
- (iii) Too many colours in the EAC flag and EAC logo
- (iv) The logo is not adaptable to the expansion of the Community
- (v) Lack of a common unique identifier for all Organs and Institutions and
- (vi) Two different visual identity symbols; the flag and the logo

3. BENCHMARKING WITH GLOBAL BEST PRACTICE

The United Nations and the European Union visual Brand Architectures in all their Organs, Agencies and Institutions provide the most appropriate benchmarks for designing and managing an intergovernmental or an International Organisation's visual Brand Architecture.

An illustration of some elements of the UN and EU brand architectures are provided in Appendix 2 and 3.

4. MANDATORY GUIDELINES FOR THE NEW BRAND ARCHITECTURE

The following are guidelines for the design of the new EAC Brand Architecture; The Emblem and Logos

- (i) One primary colour for all EAC Organs and Institutions
- (ii) One secondary colour for all EAC Organs and Institutions
- (iii) One common unique identifier for all EAC Organs and Institutions
- (iv) One visual identity symbol that will represent the EAC – THE EMBLEM

NB: When colour white or black is proposed, it should either be justified as a primary colour, secondary colour or neutral colour.

5. NEW EAC BRAND ARCHITECTURE VISUAL MESSAGE

The new EAC Brand Architecture will comprise one EAC emblem and 10 logos, which must communicate the following visual message;

- (i) Create an inspiring visual belief of a united EAC Organs and Institutions
- (ii) Demonstrate synergy for all EAC Organs and Institutions
- (iii) Build a powerful visual representation of EAC Organs and Institutions
- (iv) Communicate a common purpose for all Organs and Institutions
- (v) Provide room for further brand extension through additional Institutions or future expansion of the EAC Partner States.

6. EVALUATION AND SELECTION PROCESS

A Committee comprising of representatives from all EAC Partner States and Design Experts will judge the concepts submitted.

The Designers of the shortlisted concepts will be invited to make formal presentations to the review panel. The final decision will be announced following the decision of the EAC Council of Ministers and the Summit of the EAC Heads of State.

The EAC Secretariat reserves the right to disqualify any proposal without disclosing any reason thereof. In the event that none of the proposals are accepted by the the EAC Secretariat and Partner States, there shall be no winner for this invitation.

If there is no such winner, the Secretariat reserves the right to determine whether to invite fresh proposals for the design of the new EAC Emblem and Logos or seek designs via other procurement methods.

All artwork must be original and all rights to the designs selected shall be finally vested to the EAC Secretariat upon receipt of the award.

7. ELIGIBILITY TO PARTICIPATE IN THE BRAND ARCHITECTURE COMPETITION

- (i) Youth (s) aged between 18 years and 35 years from EAC Partner States;
- (ii) Organizations formed and owned by youth (s); or
- (iii) EAC youth (s) living in the diaspora

8. SENSITIZATION WORKSHOPS FOR THE YOUTHS IN THE PARTNER STATES

The EAC Secretariat will conduct sensitization workshops and involve the Youth on the EAC Brand Architecture in some of the National Universities/Institutes in the Partner States (Juba University: 29th to 30th May 2017; Ecole Techniques des Arts/Gitega, Burundi: 1st to 2nd June 2017; University of Rwanda: 5th to 6th June 2017; University of Dar es Salaam: 8th to 9th June 2017; University of Nairobi: 12th to 13th June 2017; Kampala: 15th to 16th June 2017) and thereafter launch the EAC Brand Architecture Competition at the National level.

The Youth (s) aged between 18 years and 35 years and those Organizations formed and owned by youth (s) as well as EAC youth (s) living in the diaspora are particularly encouraged to attend these workshops.

9. COMPETITION AWARDS

The EAC will award the first three winners of this competition as follows;

- (i) First Prize award USD 25,000
- (ii) Second Prize award USD 5,000
- (iii) Third Prize award USD 2,500

10. COMPETITION DELIVERABLES

The primary deliverables expected from bidders will be the following;

- (i) One EAC Emblem
- (ii) 10 Logos for the EAC Organs and EAC Institutions
- (iii) The EAC Corporate Colour (s)
- (iv) The Unique Identifier that will be adopted in the Emblem and Logos
- (v) Justification for ALL proposals submitted
- (vi) Brief graphic demonstration of the application of the Emblem and Logos in offline and digital forms.

11. TECHNICAL PRESENTATION AND SUBMISSION OF CONCEPTS

The competition period will be between 1st June, 2017 to 31st August, 2017.

Submission of various design concepts MUST fulfil competition deliverables (item number 10) as outlined above.

Bidders MUST submit their creative works in hard copy and digital forms (email and flash disk).

The technical proposals submitted through digital formats should be in one zipped folder both on email and flash disk.

If electronic document transfer tools are used via email, they should NOT be time bound or have expiry dates for downloading or sharing the documents.

Digital files must be in their final form of publication and may be saved as JPEG or PNG or PDF formats submitted via email and flash disk. The resolutions should be at least 300 dpi. All submitted work will not be returned.

Design samples must be submitted on not larger than an A4 size paper in either hard or soft copy through email and flash disk (inclusive of layout files, image files and all fonts used).

Hard copy submissions should be addressed to **THE SECRETARY GENERAL**, clearly marked "**Design of EAC Emblem and Logos**".

(i) VIA REGISTERED POST:

East African Community
P.O. Box 1096
Arusha, Tanzania

(ii) VIA HAND DELIVERY:

EAC Headquarters
Barabara Ya Afrika Mashariki
Arusha, Tanzania

(iii) VIA EMAIL:

emblem@eachq.org

12. CLARIFICATIONS

For more information regarding the competition for the design of the EAC Emblem and Logos, kindly write to emblemnquiries@eachq.org before 15th August 2017.

Where bidders request for clarifications, the responses will be compiled and published on the EAC website (www.eac.int) after every two weeks.

13. DESCRIPTION OF THE EAC ORGANS AND INSTIUTIONS

13.1 EAC ORGANS

(i) EAST AFRICAN COMMUNITY SECRETARIAT

The Secretariat is the Executive Organ of the Community. As the guardian of the Treaty, it ensures that regulations and directives adopted by the Council are properly implemented, through day-to-day technical policy development and implementation.

For more information, please visit www.eac.int

(ii) EAST AFRICAN COURT OF JUSTICE (EACJ)

The Court is the principal judicial Organ of the Community and ensures adherence to the law in the interpretation and application of compliance with the EAC Treaty.

The Court has two Divisions: an Appellate Division and a First Instance Division. The East African Court of Justice is an international court and the major responsibility is to ensure the adherence to law in the interpretation and application of and compliance with the Treaty.

For more information, please visit www.eacj.org

(iii) EAST AFRICAN LEGISLATIVE ASSEMBLY (EALA)

EALA is the legislative Organ of the Community and has a cardinal function to further EAC objectives, through its Legislative, Representative and Oversight mandate.

The Assembly has membership comprising of elected Members and ex-officio Members consisting of the Minister or Cabinet Secretary responsible for EAC Affairs from each Partner State, the Secretary-General and the Counsel to the Community.

For more information, please visit www.eala.org

13.2 EAC INSTITUTIONS

(i) CIVIL AVIATION SAFETY AND SECURITY OVERSIGHT AGENCY (CASSO)

CASSOA was established to work in the civil aviation sector towards air transport services that are safe, efficient and profitable, as well as adoption of common policies for the development of civil air transport in the region, harmonisation of civil aviation rules and regulations, and improve co-operation in regional air transport security and safety.

For more information, please visit www.cassoa.org

(ii) EAST AFRICAN HEALTH RESEARCH COMMISSION (EAHRC)

EAHRC was established as a mechanism for making available to the Community, advice upon all matters of health, and health-related research and findings that are necessary for knowledge generation, technological development, policy formulation, practice, and other related matters.

EAHRC focuses on improving health of the citizens of EAC as a tangible approach towards poverty eradication. It coordinates efforts that guide provision of safe, quality, affordable, and effective healthcare services in the region. These efforts include establishment of relevant research programs, development of capacity for health, improvement of health research environment, and creation of effective knowledge management platforms.

For more information, please visit www.eac.int/about/institutions/eahrc

(iii) EAST AFRICAN KISWAHILI COMMISSION (EAKC)

The Commission coordinates and provides advice to the Partner States on all matters related to Kiswahili research, teaching, learning and development as the *lingua franca* of the Partner States.

The vision of the Commission is to be the leading body in the promotion, coordination of the development and usage of Kiswahili for regional unity, and sustainable socio-economic development in Partner States.

The mission of the Commission is to ensure the development of Kiswahili for regional and international interaction for political, economic, social, cultural, educational, scientific and technological development of the Partner States.

For more information, please visit www.kiswacom.org

(iv) EAST AFRICAN SCIENCE AND TECHNOLOGY COMMISSION (EASTECO)

EASTECO mission is to promote and coordinate the development, management and application of Science and Technology in the EAC Partner States, for an innovative, competitive and integrated East Africa, and for the wellbeing of her people.

The Commission promotes the cooperation in the development of science, technology and innovation policies, joint research, utilization of information and communication technology, and adoption of new and emerging technologies for sustainable socio-economic development in EAC Partner States.

For more information, please visit www.easteco.org

(v) INTER-UNIVERSITY COUNCIL FOR EAST AFRICA (IUCEA)

IUCEA coordinates harmonisation of higher education and training systems in East Africa, facilitates their strategic development and promotes internationally comparable standards and systems.

IUCEA facilitates networking among universities in East Africa with universities outside the region, provides a forum for discussion on a wide range of academic and other matters relating to higher education in East Africa, and facilitate maintenance of internationally comparable education standards in East Africa so as to promote the region's competitiveness in higher education.

For more information, please visit www.iucea.org

(vi) LAKE VICTORIA BASIN COMMISSION (LVBC)

LVBC is a mechanism for coordinating the various interventions on the Lake and its Basin, and serving as a centre for promotion of investments and information sharing among the various stakeholders.

The commission's activities are focusing on harmonization of policies and laws on the management of the environment in the Lake and its catchment area, environmental management, conservation of aquatic resources, development of infrastructure and economic activities.

For more information, please visit www.lvbcom.org

(vii) LAKE VICTORIA FISHERIES ORGANIZATION (LVFO)

LVFO promotes sustainable utilisation of fisheries of the Lake, coordinating and managing fisheries and aquaculture resources, fostering cooperation among the Partner States by harmonizing national policies and interventions.

LVFO promotes the proper utilisation of fisheries, enhances the capacity of existing fisheries institutions, conducts research on the living resources of the lake and its environment, and undertakes training and extension in all aspects of fisheries for the sustainable utilization of living resources of Lake Victoria for maximum Socio-economic Benefits of EAC region.

For more information, please visit www.lvfo.org

(viii) EAST AFRICAN COMPETITION AUTHORITY

The EAC Competition Act, 2006 (the Act) was enacted to manage competition regulation in the Community and came into force on 1st December, 2014. The Act seeks, *inter alia*, to promote and protect fair trade in the Community, ensure consumer welfare and to establish the EAC Competition Authority.

The Authority will provide its services in all economic activities and sectors having cross border effect. It will address the primary areas that modern competition laws engage with including cartels, abuse of dominance, merger control and consumer protection.

The Authority is one of the semi – autonomous institutions of EAC and its offices are temporarily based in Arusha, Tanzania. The Authority is in the process of becoming fully operational.

Specifically, the objectives of the Authority is as follows:

- i. Protecting all market participants freedom to compete by prohibiting anticompetitive practices;
- ii. Protecting the opening of partner states markets against creation of barriers to interstate trade and economic transactions by market participants;
- iii. Guaranteeing equal opportunities for market participants in the Community, and especially to small and medium sized enterprises;
- iv. Guaranteeing a level playing field for all market participants in the Community by eliminating any discrimination by partner states on the basis of nationality or residence;
- v. Providing consumers access o products and services at competitive prices and better quality;
- vi. Providing incentives to producers within the Community for the improvement of production and products through technical and organizational innovation; and,
- vii. Promoting economic integration and development in the community by creating a conducive environment for investment in the community and bringing the EAC competition policy and law in line with international best practice.

APPENDIX 1: CURRENT EAC VISUAL BRAND ARCHITECTURE



EAC FLAG



EAC LOGO



CIVIL AVIATION
SAFETY AND
SECURITY
OVERSIGHT AGENCY



INTER-UNIVERSITY
COUNCIL OF EAST AFRICA



LAKE VICTORIA FISHERIES
ORGANIZATION

The EAC Organs

The following organs have adopted the EAC LOGO as part of their visual identity:

1. East African Legislative Assembly
2. East African Court of Justice

The EAC Institutions

The following institutions have adopted the EAC LOGO as part of their visual identity:

1. Lake Victoria Basin Commission
2. East African Kiswahili Commission
3. East Africa Health Research Commission
4. East African Science and Technology commission
5. East African Competition Authority

**APPENDIX 2:
EXAMPLE OF THE UNITED NATIONS VISUAL BRAND ARCHITECTURE**



**UNITED NATIONS
EMBLEM**



**UNITED NATIONS
DEVELOPMENT
PROGRAMME**



**UNITED NATIONS
ENVIRONMENTAL
PROGRAMME**



**UN-HABITAT
UN-HABITAT**



**INTERNATIONAL
LABOUR
ORGANISATION**



**WORLD FOOD
PROGRAMME**



**WORLD HEALTH
ORGANISATION**



**UNITED NATIONS
HIGH COMMISSIONER
FOR REFUGEES**



**WORLD METEOROLOGICAL
ORGANISATION**



**UNITED NATIONS
INDUSTRIAL
DEVELOPMENT
ORGANIZATION**



**UNITED NATIONS
CHILDREN'S FUND**



**UNITED NATIONS
HUMAN RIGHTS**

**APPENDIX 3:
EXAMPLE OF THE EUROPEAN UNION VISUAL BRAND ARCHITECTURE**



EU FLAG



European Parliament



EUROPEAN CENTRAL BANK



**EUROPEAN
COMMISSION**



**EUROPEAN COURT
OF AUDITORS**



**COURT OF JUSTICE OF THE
EUROPEAN UNION**



**EUROPEAN DATA
PROTECTION SUPERVISOR**



**EUROPEAN MONITORING
CENTER FOR DRUGS
AND ADDICTION**



**EUROPEAN UNION
EXTERNAL ACTION**



**EUROPEAN
COUNCIL**



**EUROPEAN ECONOMIC AND
SOCIAL COMMITTEE**



**EUROPEAN COMMITTEE
OF THE REGIONS**

NOTES

#EAC

Inspiring youth creativity