



## **WATER RESOURCES AUTHORITY**

### **Tender Name: Water Resources Authority Logo Design Competition**

**Tender Number: WRA/T/8/2019-2020**

#### **TERMS OF REFERENCE FOR WRA LOGO DESIGN COMPETITION**

##### **Background**

Water Resources Authority (WRA) is a state corporation established under Section 11 of the Water Act, 2016. Pursuant to Section 6 of the Act, the Authority is an Agent of the National Government responsible for regulating the management and use of water resources.

WRA was operationalized on 21<sup>st</sup> of April, 2017 vide Gazette Notice No. 59. However, the Authority has been in existence for 12 years following its establishment under the Water Act, 2002 as Water Resources Management Authority (WRMA).

Under the Water Act 2002, WRMA's role was dual purpose with the key role in water resources management and residually as a Water Resources management regulator. Under the Water Act 2016, the Water Resources Authority's principal role is aligned towards a water resources regulatory body with residual water resources management roles around Basin planning (catchment management), water use allocation (permitting) and Water Resources data and information. As such the Authority is obligated to undertake a rebranding to reflect this new mandate. A key component of this rebranding

includes design of relevant logo. In this regard, the Authority requires the contribution of creative Kenyan artists and designers to assist in coming up with this logo which captures the new mandate of the Authority. The logo design competition is open to all.

### **Logo Features and guidelines**

1. The Logo should be submitted in:
  - a. Grey scale 7no hard copies on A3 size paper
  - b. High resolution colour 7 no hard copies on A3 paper
  - c. Printable soft copy PDF version in a Flash disk and a windows readable compact disk.
2. The design shall be accompanied by a written and video description of its meaning and features.
3. The design of the Logo shall be subject to modification and be used in designing the Corporate Logo. The winning entrant will have the responsibility of modifying the chosen design to fit the intended description at no extra cost other than the prize money.
4. Choice of colour for the logo should not be limited to current the WRA colours.
5. The design must be clear and distinctly identifiable for effective application on all the Authority's materials, instruments, website and social media platforms
6. As much as possible Logo should represent the Authority's core mandate of the Authority (Refer to background).
7. Submitted logo should be accompanied by a brief written description of all applied features, connotations, and significant inspirations.
8. All entrants should provide their full names, postal addresses, physical address, email and daytime telephone contacts.
9. The Authority shall not be held liable for any losses or threatened losses arising from or in connection with or based on allegations of any third party claim of infringement or misappropriation of any intellectual property rights
10. Judges decision is final and not open to any correspondences or appeal

11. The logos, related materials, graphic software or otherwise prepared shall belong to and remain the property of the Authority.

## EVALUATION

Thematic/ Subject Relevance	WRA Mandate	25%
Design Originality and Creativity	Must not be copied from anywhere	25%
Usability of the logo	<ul style="list-style-type: none"> <li>• Manipulatable</li> <li>• Ease of use on various media</li> </ul>	25%
Ease of interpretation	Clearly communicates	25%
Total		100%

## PRIZE

The three shortlisted winners will be announced at the Authority's website [www.wra.go.ke](http://www.wra.go.ke) on 10th February 2020. Prize categories are as follow:

1. First Position - Kshs. 100,000
2. Second Position - Kshs. 50,000
3. Third Position - Kshs. 25,000

## Timelines

Announcement	24 <sup>th</sup> January 2020
Design options/proposals submission	6 <sup>th</sup> February 2020
Selection of a logo design party/individual:	7 <sup>th</sup> -10 <sup>th</sup> February 2020
Announcement of the prize winner	13 <sup>th</sup> February 2020
Changes & revisions (if any) to the selected logo	17 <sup>th</sup> February 2020
Approval for the final logo	21 <sup>th</sup> February 2020
Submission of final logo package	24 <sup>th</sup> February 2020

## DELIVERY

The designs shall be hand delivered or posted in presentable plain sealed envelopes, clearly marked **Tender Name: 'Water Resources Authority Logo Design Competition'** **Tender Number: WRA/T/8/2019-2020** and shall be deposited in the tender box located in the below address on or before 6<sup>th</sup> February 2020 by 12.00 PM to the following address;

For more information, contact  
Chief Executive Officer  
Water Resources Authority  
NHIF Building, Wing B, 9<sup>th</sup> Floor  
P.O. Box 45250 00100, Ngong Road,  
Nairobi - Kenya  
Tel: 0202732291/2729048/9  
Email: [procurement.wrma@gmail.com](mailto:procurement.wrma@gmail.com)  
Website: [www.wra.go.ke](http://www.wra.go.ke)



@WRA\_Kenya  
Authority



@Water Resources



@WRA KENYA



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***ACCOUNTING FOR EVERY DROP!***