

SAMBURU UNIVERSITY COLLEGE LOGO DESIGN COMPETITION — GUIDELINES

1. About the Competition The County Government of Samburu invites residents to participate in the design of an official logo for the Samburu University College, a new institution being conceptualized in Samburu County. The university will be a premier institution for ASAL-related courses in the region.

2. Eligibility

- Open to all Samburu County residents aged between 15 and 35 years.
- Participants must provide proof of residency and age upon submission.

3. Design Requirements

- The logo must reflect the identity, culture, and values of Samburu County and the aspirations of the university college.
- The design should incorporate the county colors (blue, red, and white) where appropriate. Any other creative color ideas will still be considered.
- The logo must be original, creative, and must not infringe on any existing copyright or trademark.
- The design should be simple, scalable, and suitable for use across various media (print, digital, signage, etc.).
- Text elements, if included, should clearly display the name "Samburu University College."
- The logo must work effectively in both color and black-and-white formats.

4. Submission Requirements

- All entries must be submitted in **JPEG or PDF** format.
- Entries must be emailed to logocomp@samburu.go.ke on or before **27th May 2026 at 11:00 AM (EAT)**.
- Each submission must include:
 - Full name of the participant
 - Age and county of residence
 - Phone number and email address
 - A brief description (not more than 100 words) explaining the concept and symbolism behind the design

5. Judging Criteria: Entries will be evaluated based on:

- Creativity and originality
- Relevance to Samburu University College identity and culture
- Clarity and simplicity
- Scalability and versatility
- Overall visual appeal

6. Prize

- The winning entry will be awarded **KSh 100,000**.
- The winner will be notified directly and their name publicly announced.

7. Intellectual Property

- By submitting an entry, participants grant the Samburu University College full rights to use, reproduce, and adapt the winning design for official purposes.
- All submitted designs become the property of the Samburu University College

8. Disqualification: Entries will be disqualified if they:

- Are submitted after the deadline
- Contain plagiarized or copyrighted elements
- Do not meet the submission format requirements
- Are submitted by ineligible participants

9. General Conditions

- Each participant may submit a maximum of **three (3)** entries.
- The County Government of Samburu reserves the right to disqualify any entry that does not meet the stated requirements.
- The decision of the judging panel is final and binding.
- For further information, visit www.samburu.go.ke