



MATHARI NATIONAL TEACHING & REFERRAL HOSPITAL, KENYA

TENDER NOTICE

TENDER NO; MOH/MATHARI/008/ 2021-2022

LOGO DESIGN COMPETITION

Mathari National Teaching & Referral Hospital is a State Corporation and level 6 tertiary hospital offering specialized neuropsychiatric services as well as research and training in mental health.

The hospital is in the process of rebranding and intends to design a logo whose composition will capture its mandate.

To achieve this, the hospital is inviting creative Kenyans to participate in a competition by submitting sample logo designs as per the guideline provided below.

The competition is open to all individuals, firms and companies within Kenya.

A. LOGO DESIGN GUIDELINES

- 1) The logo should capture the mandate of the hospital.
- 2) The desired design image composition should be more conceptual than literal.
- 3) It's essential that the entrants identify and apply colors that can possibly be adopted as official colors of the hospital.
- 4) The logo must be clear and distinctly identifiable for effective application on all hospital materials, instruments, publications, website and relevant documents.
- 5) It's not necessary to include the name of the hospital; however, if need be, MNTRH initials can be used.

B. SUBMISSION GUIDELINES

- 1) The design should be submitted in:
 - a. Six (6) hard copies on A4 size paper in black and white
 - b. Six (6) hard copies on A4 size paper in high resolution color
 - c. A printable soft copy in PDF or JPEG in a MS windows readable USB flash disk.
- 2) Competitors should not submit more than three entries per individual or firm.
- 3) Competitors should include their full names, postal address, physical address, email and telephone numbers.
- 4) The above should be delivered in presentable plain sealed envelopes, clearly marked "Mathari National Teaching & Referral Hospital Logo Design Competition".
- 5) The sealed envelope should be dropped in the tender box at Mathari National Teaching & Referral Hospital located at Muthaiga, P.O. Box 40663-00100 Thika Road, Nairobi on or before 11th April 2022 by 1200hrs.

C. SELECTION AND AWARDING

- 1) The submitted designs will be opened at the site using laid down procedures, in the presence of candidates who desire to be present.
- 2) The entrants will be evaluated by the judges based on the above mentioned guidelines, with their decision being final and not open to any correspondence or appeal, whatsoever.
- 3) The designers of the three shortlisted sample logos will be announced on the hospital website upon completion of the evaluation process.
- 4) The three top shortlisted logos will be awarded a cash price as follows.

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| 1. First position | Kshs. 150,000 |
| 2. Second position | Kshs. 100,000 |
| 3. Third position | Kshs. 50,000 |

- 5) In addition to the cash award, the designer of final adopted logo will get honorary mention during the official logo unveiling ceremony.

D. DISCLAIMER

- 1) Any material, graphic, software or other items accompanying the submitted design shall belong to, and remain the property of the hospital.
- 2) The participants agree to indemnify the hospital from any losses and 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.

**CHIEF EXECUTIVE OFFICER
MATHARI NATIONAL TEACHING & REFERRAL HOSPITAL**