



LOGO & TAGLINE COMPETITION

BANK OF JAMAICA - RTGS AND CSD - JAMCLEAR

Bank of Jamaica, in collaboration with the Ministry of Finance and the Public Service, has implemented a Real Time Gross Settlement (RTGS) system and a Central Securities Depository (CSD).

The RTGS, a payment system specifically designed to process large value and time critical payments by financial market participants, facilitates fast, secure, final and irrevocable clearing and settlement of payments.

The CSD is an electronic system which enables the settlement, transfer and custody of all BOJ/GOJ domestic issues of securities. It facilitates immediate payment of securities trades through seamless integration with the RTGS, makes secondary markets more efficient and liquid; effectively enhances the implementation of Government's debt management strategy and facilitates the reduction in default risk and overhead cost to participants.

It is customary for clearing and settlement systems to be branded with a name that clarifies the role of the specific system and connotes the attributes - confidence, safety, security and efficiency - that the introduction of both the RTGS and the CSD will bring to the financial system. Consistent with these qualities and stated objectives, the systems were branded JamClear, the acronyms derived from 'Jamaica Clearance and Settlement Assured in Real Time'.

The Bank is looking for a logo and a tagline that accurately convey the safety, security and efficiency of JamClear, and has therefore decided to launch a competition inviting the submission of a design that best corresponds to the mandate of the systems.

Specifically, the new design should comprise a form that can:

- represent the thrust and spirit of the RTGS and CSD;
- be easily recognizable and attractive for main audiences;
- 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 (Internet sites, e-mailings etc);
- work on large and small applications;
- be possible to generate the logo at any size from 4 x 4 centimeters (smaller dimension) upwards without significant degradation in quality.

ELIGIBILITY: The competition is open to all interested persons. Members of staff of the Bank of Jamaica and the Ministry of Finance and the Public Service and their relatives are prohibited from entering.

RULES:

- Each entry should be submitted in two sizes: one that fits on 8 ½" X 11" paper and the other diminished to 4 x 4 centimetres.
- Each entry must contain both hard and soft copies. The latter must include a full-colour PDF with two PNGs (one monochrome, one colour).
- Each entry must be accompanied by a short summary outlining the concept.
- To ensure anonymity, each submission must be sent in an A4 envelope containing the two drawings with no identification marks, and a sealed envelope containing the name and address of the artist.
- Each entry must:
 - o be the original work of the artist
 - o be free of any copyright or intellectual property claims
 - o be easily recognizable as the JamClear logo.
- All entries become the property of the Bank of Jamaica and copyright of the new logo must be assigned to the Bank of Jamaica.
- Each entrant may submit a maximum of two entries.
- Bank of Jamaica may opt to use any entry but is not obliged to.
- Bank of Jamaica may decide not to award a prize if, in its view, the entries do not meet the required standard.
- The entries from which the design is selected, will be displayed on the Bank of Jamaica web site after the final results of the competition have been decided.

JUDGING: Entries will be judged on the following criteria;

- Originality
- Evidence of research
- Relevance
- Visual impact

The BOJ maintains the right to reject any entry that does not meet the requirements. The BOJ also reserves the right to have an independent artist develop the logo and tagline.

JUDGES: Entries will be judged by a panel comprised of representatives from the Bank of Jamaica and the Edna Manley College for Visual & Performing Arts.

PRIZES: The following prizes will be awarded:

- Cash Prize of JA\$80,000.00 will be awarded for the logo design
- Cash Prize of JA\$20,000.00 will be awarded for the tagline design

COMPETITION SCHEDULE

Deadline for submission of entries: 14 August 2009
Announcement of winning design: 28 August 2009
Launch of Logo: 02 September 2009

Entries should be sent to: RTGS/CSD Logo and Tagline Competition
Bank of Jamaica
Nethersole Place
Kingston