

AGRIOPEN CAMPUS PROJECT

CALL FOR LOGO DESIGN COMPETITION

Open to students of all AgriOpen Consortium partner institutions

Submission Deadline: 20th April 2026 | Prize Pool: Ksh. 52,500 | Participation is free

The Agri-Open Project invites students from all consortium partner institutions (*See footer logos*), to participate in our Logo Design Competition which is an opportunity to shape the visual identity of a nationally significant open education initiative.

About Agri-OPEN Campus Project

Agri-Open Project is a collaborative initiative advancing open, inclusive, and innovative digital solutions for agriculture and entrepreneurship. The project supports knowledge sharing, capacity building, and the adoption of open technologies to strengthen agricultural education, research, and practice. Working closely with Kenya National Qualifications Authority, the Ministry of Education, and Higher Education Institutions, Agri-Open is establishing a national AgriOpen Campus that promotes open and distance learning through accredited online courses in sustainable agriculture and entrepreneurship and promotes lifelong learning. By expanding access to quality education and skills development, the project aims to enhance employability and create meaningful opportunities for all citizens.

AgriOpen Campus Project Objectives

- ▶ Establish a nationally governed AgriOpen Campus hosted by KNQA
- ▶ Develop accredited, inclusive, competency-based Agri-Entrepreneurial courses
- ▶ Strengthening HEI (Higher Education Institutions) governance and digital education capacity
- ▶ Build cross-sectoral collaboration between academia, government, industry, and society
- ▶ Ensure visibility, uptake, and long-term sustainability of AgriOpen results

Objective of the Call

- ▶ We are seeking a distinctive, professional, and versatile logo that reflects the goal and scope of the Agri-Open Project. The selected logo will be used across digital platforms, publications, conferences, training materials, and all promotional content.

Eligibility

Open to all staff and students of Agri-Open consortium partner institutions. Participation is free of charge.

Design Principles

- ▶ **Versatile** - works on screens, prints, and merchandise
- ▶ **Scalable** - looks great from favicon to billboard
- ▶ **Professional** - suitable for academic and institutional use
- ▶ **Inclusive** - accommodates everyone, across all ages and genders
- ▶ **Timeless** - will not look outdated in 5 to 10 years
- ▶ **Culturally Relevant** - Resonates with the Kenyan context

Prizes

| Position | Prize (KSh.) |
|--|---------------|
|  Winner | 30,000 |
|  1st Runner-up | 15,000 |
|  2nd Runner-up | 7,500 |

Key Dates

| | |
|---|---------------------|
| 20 March 2026 | Call opens |
| 20 April 2026 | Submission deadline |
| 21 April – 5th May 2026 | Review period |
| 23 April 2026 | Winner selection |
| 7 May 2026 | Winners announced |
| 14 May 2026 | Award ceremony |

Submission Requirements

- ▶ **File formats:** High-resolution PNG/JPEG (min. 300 DPI) and vector files (Adobe AI or EPS)
- ▶ **Colour versions:** Full colour, black & white, and reverse/negative (for dark backgrounds)
- ▶ **Size variations:** 1024×1024 px (large), 512×512 px (medium), 128×128 px (small), 32×32 px (favicon)
- ▶ **Maximum file size:** 65 MB for the complete zipped folder
- ▶ **Design description:** Approximately 200 - 300 words explaining the concept (Word document), plus;
- ▶ **Designer details:** Full name, phone number, email address, and institution

Participation Rules

- ▶ All submissions must be 100% original and entirely the participant's own work.
- ▶ The design **MUST** align with the project overview and objectives.
- ▶ Each individual may submit **ONLY ONCE** - multiple submissions will be disqualified.
- ▶ No plagiarism, copyright infringement, trademark violation, or adaptation of existing logos.

- ▶ Submit all required files (all sizes, PNG, JPG, and concept document) in a single **unprotected** (*zip without password*) folder.
- ▶ Jury decision is final and not subject to appeal.
- ▶ The project reserves the right to request minor revisions to the winning design.
- ▶ Late submissions will not be accepted.
- ▶ Only shortlisted designers will be contacted.
- ▶ Ensure to use your students/staff email for ease of confirming affiliation.

Evaluation Criteria

| Criterion | Marks |
|---|-----------------|
| Originality & Creativity Unique concept, fresh artistic merit | 25 marks |
| Relevance Aligns to project goal and scope | 15 marks |
| Visual Impact Eye-catching, memorable, strong aesthetic | 20 marks |
| Versatility Works across all sizes and color variants | 15 marks |
| Technical Execution Clean, professional, attention to detail | 15 marks |
| Concept Explanation Clarity and strength of design rationale | 10 marks |

How to Submit

Submit, using your students/staff email, your complete zipped folder (not password-protected) via email to:

agriopen@uonbi.ac.ke

Deadline: 20th April 2026 at 11:59 PM EAT. Submissions received after this date will not be considered.

Intellectual Property

By submitting a design, participants confirm that the work is entirely original and does not infringe on any third-party rights. The creator of the winning design agrees to transfer all intellectual property rights to the AgriOpen Campus Project, coordinated by the University of Nairobi on behalf of all consortium partners. This grants AgriOpen full, exclusive, worldwide, and perpetual rights to use, modify, reproduce, distribute, and commercialize the logo for any purpose.

We look forward to seeing your creativity shape the future of agricultural and Entrepreneurship education in Kenya.

Good luck! 🌱