

EGERTON

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UNIVERSITY

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TENDER NOTICE

6th March, 2026

CALL FOR ENTRIES: EGERTON UNIVERSITY BOTTLED WATER LABEL AND BOTTLE TYPE DESIGN COMPETITION

Egerton University is in the process setting up a state-of-the-art, automated water bottling plant utilizing Reverse Osmosis technology. Our goal is to provide the Nakuru region and the Egerton community with safe, high-quality, and sustainable drinking water.

In an effort to involve stakeholders in this milestone, we are inviting creative individual students and teams to design an official label for its bottled water brand. Below are the essential rules, submission requirements, and judging standards for the contest.

SUBMISSION REQUIREMENTS

To enter, you must provide your design in the following formats:

- **Hard Copies:** Six (6) copies in Black & White and six (6) copies in High-Resolution Color (all on A4 paper).
- **Digital Files:** Submit in PSD or PDF format.
- **Winner's Obligation:** The final winner **must** provide high-resolution vector files (Adobe Illustrator, Photoshop, or InDesign) adaptable for any size, from small labels to large-scale media.

DESIGN SPECIFICATIONS

- Brand Name, Tagline, Quantity eg 500ml, 1 Litre.
- Bottle Design Proposal.
- Trade mark eg Product of Kenya, Bottled by Egerton University, P.O. Box, Email..... Tel....
- Label Design: What to incorporate in that label eg Mau escarpment, University Main Gate or Any Other Appropriate Choice.
- Typical Composition in mg/
 - Sodium
 - Potassium
 - Magnesium
 - Iron
 - Chlorides
 - Sulphate
 - Fluoride

- Nitrate
 - TDS
 - PH
 - Store in a cool place away from direct sunlight
 - Do not consume if seal is broken etc.
- Bottle Type design for Egerton University Bottle Water.

PARTICIPATION RULES

- **Eligibility:** Open to individual students or groups/teams.
- **Entry Limit:** You may submit a maximum of two designs, but both must be included in a single entry.
- **Contact Info:** Include your full name, admission number, faculty, email, and phone number.

RIGHTS AND LEGAL TERMS

- **Ownership:** All submitted materials and software used become the exclusive property of Egerton University.
- **Intellectual Property:** By entering, you agree to transfer all IP rights to the University. The University reserves the right to register the winning design for copyright and modify it as needed.
- **Finality:** The judges' decision is final and not subject to appeal. Participants agree to protect the University against any legal losses related to their submission.

SELECTION CRITERIA

Entries will be graded based on the following four pillars:

Criteria	Expectation
Originality	Unique creativity, imagination, and fresh design concepts.
Relevance	Alignment with Egerton University's mission and the water bottling industry
Aesthetics	Visual balance, color harmony, and a clean, professional appeal.
Clarity	How well the written description explains the logo's elements and the connection to the brand.

Prizes & Rewards

Position	Prize Amount
1st Place	Kes 10,000.00
2nd Place	Kes 5,000.00
3rd Place	Kes 2,000.00

Important Terms

- **Ownership:** All submitted materials become the property of Egerton University.
- **Rights:** The University reserves the right to register the winning design label as a copyright and modify it as needed.
- **Finality:** The judges' decision is final and not subject to appeal.

How to Apply

Deadline: 23rd March, 2026, by 2:00 PM.

1. **Hard Copy:** Submit in a plain, sealed envelope marked: *"Request for Proposal for the Designing of the Egerton University Water Bottling Label design competition"* to:

**The Deputy Chief Procurement Officer
Procurement Department, Njoro Campus
P. O. Box 536-20115,
Egerton**

For further inquiries, visit the Procurement Department at the Njoro Campus during standard working hours.