



# Market Access and Rural Enterprise Development Programme

## MAREP

**IFAD**  
Enabling poor rural people  
to overcome poverty



### **INTRODUCTION:**

MAREP is the Market Access and Rural Enterprise Development Programme, a joint IFAD/CDB/GOG project aimed at alleviating rural poverty in Grenada. The logo competition is geared towards selecting a suitable logo to represent MAREP, during the life of the project. The logo will be used on all MAREP communication, paraphernalia, banners and other material where MAREP is being featured and must capture the essence of what MAREP represents. The logo should aim to marry the mission of MAREP into one cohesive theme that is visually pleasing and exciting.

### **ELIGIBILITY:**

Every citizen or permanent resident of Grenada is eligible to participate in the logo competition.

### **RULES & REGULATIONS:**

The rules and regulations are designed to ensure that the participants as well as judges understand what is expected of them. They are covered in the following criteria:

**CRITERIA:** A panel of judges selected by MAREP will review all the submissions to the competition. The decision of the panel is final and no communication will be entered into between participants and MAREP or the judging panel. The panel will consider the following main criteria.

- Relevance to MAREP's mission
- Visual impact
- Quality and image size
- Colour scheme
- Ease of read and interpretation
- Scalability
- A written description accompanying the entry explaining the logo and its component parts, not exceeding 150 words
- No discussions outside of the description as above will be entertained
- All entries are the property of MAREP
- Entries must be original and not in breach of any intellectual property laws/rights
- All entries must be accompanied by the name of the participant, title of the submission and contact details of the participant
- Designs must not be stretched in any way, including that of the font used
- All designs must be submitted in hard copy, with an accompanying electronic version
- There are no limits to the number of entries per person.

### **FURTHER DETAILS:**

The logo competition begins March 1<sup>st</sup> 2012, with the deadline for submission on April 13<sup>th</sup> 2012. A \$700 prize among others will be awarded to the winning logo. All submissions should reach MAREP's office no later than 4:00PM on the closing date.

Further details can be obtained by contacting the MAREP office in Sauteurs, or calling 440-0100 or 440-0105 or by emailing [marepgrenada@gmail.com](mailto:marepgrenada@gmail.com).