



## AGRICULTURE AND FOOD AUTHORITY (AFA)

# THE TEA BOARD OF KENYA LOGO DESIGN COMPETITION

The Tea Board of Kenya is a State Corporation established under Section 3 of the Tea Act No, 23 of 2020. The mandate of the Tea Board of Kenya is to regulate develop and promote the tea industry and in particular to-;

- License and register tea value chain players;
- Regulate the import and export of tea;
- Market and Promote demand and consumption of tea;
- Coordinate the activities of individuals and organizations within the tea industry in Kenya;
- Facilitate equitable access to the resources of the tea industry;
- Recommend the formulation of policies, plans and strategies for the tea sector;
- Promote best practices and standards in the tea sector and enforce compliance;
- Collaborate with national and international trade bodies on tea related matters;
- Advise on issues related to national and international tea trade;
- Advise the National Government on levies fess import and export duties and the County Governments on agricultural cess and fees;
- Coordinate prioritization of research and ensure efficient utilization of Board's funds;
- Provide capacity building, technology transfer and technical assistance to counties

The Tea Act came into effect on **11<sup>th</sup> January 2021** and as part of the operationalization process of the Act, the Agriculture and Food Authority-Tea Directorate invites submission of **logo and tagline** designs for the new organization. The proposed designs will be expected to accurately and distinctly project the Board's mandate and corporate identity.

### Competition Guidelines

1. The logo must be clear and distinctly identifiable for effective application on all corporate materials, website and other relevant platforms;
2. The logo shall be presented in full colour (**high resolution**);
3. Entries should be submitted on A3 size paper and in PDF, JPEG and TIFF soft copy, on a Windows readable compact disk;
4. The design shall be accompanied by a written description of its features and meanings;
5. Entrants in the competition should provide their names, postal address, e-mail address and day-time telephone number along with any other relevant information;
6. The design of the winning entry or any other entry that participates in the Competition, will, subject to necessary modification, be used in designing the Tea Board of Kenya logo
7. The best three entries will be awarded the following prizes:
  - **Best Entry:** Kshs. 150,000/=
  - **1st runner-up:** Kshs. 100,000/=
  - **2nd runner-up:** Kshs. 75,000/=
8. The competition is open to all interested individuals and firms in Kenya;
9. Any material, graphic software or other items prepared and submitted in the competition shall belong and remain the property of the Tea Board of Kenya;
10. The Tea Board of Kenya shall reserve the right to register the winning logo, either in its original or modified form, as its Copy-right;
11. The judges' decision is final and not open to any correspondence or appeal whatsoever

Inquiries for more information or clarification may be directed to [infotea@afa.go.ke](mailto:infotea@afa.go.ke).

The designs which shall be presented in plain sealed envelopes and marked **"TBK LOGO COMPETITION"** should be delivered or posted to reach the following address on or before **Tuesday, 2<sup>nd</sup> February 2021** by Noon:

**Director General,**  
**Agriculture and Food Authority**  
**Tea House, Naivasha Road, Off Ngong Road**  
**P.O Box 20064-00200**  
**NAIROBI**  
**ATTN: DIRECTOR, TEA DIRECTORATE**

Entries will be opened the **same day** in the presence of the entrants or their representatives who choose to attend at the Ministry's boardroom from **2 p.m.**