

ST. VINCENT AND THE GRENADINES
EMPLOYEE ASSISTANCE PROGRAM (EAP) LOGO COMPETITION
BRIEF & GUIDELINES

Background

The act of establishing Employee Assistance Programs (EAPs) in workplaces demonstrates a mark of development in countries. The Public Service of St. Vincent and the Grenadines, like many around the Caribbean region, is faced with challenges, some of which are Job related and others of a personal nature. Public servants who are facing various challenges, personally and otherwise, have no available services where they can receive assistance, if it is required.

It is against this background that the Government of St. Vincent and the Grenadines has introduced the Employee Assistance Program (EAP), a Unit within the Ministry of Public Service, Consumer Affairs and Sports. This intervention is an avenue where employees can have an environment for professional support through counseling services.

In order to foster a spirit of care and well-being for all public servants, the EAP services are oriented to promote an atmosphere that value employees as an important asset to the success of the organization. To this extent a 'logo' is essential to enhance the EAPs outreach, visibility and symbolization.

Purpose and Objectives

The main purpose of this competition is to develop a brand (meaning a logo) to be used by the Employee Assistance Program (EAP) Unit to promote its existence and provide information about its services. This logo should reflect

the purpose of the program, which will support the following objectives for the Public Service of St. Vincent and the Grenadines:

- To help the Public Service create an atmosphere that values employees as an important asset to the success of the organization;
- To offer assistance to affected Public servants by utilizing the various services;
- To raise awareness of the EAP and its benefits within the Public Service, facilitating behavioral changes in work attitude, and improving personal performance and outcome.
- To create a physical space where a Public servant's mental, emotional and psychological needs can be addressed.
- To build capacity for emotional and psychological wellness & care in the Public Service, through the training of counselors and supervisors within the EAP Program.

Eligibility

1. The contest is open to all officers of the Public Service.
2. The Logo should reflect the purpose and objectives of the Employee Assistance Program.
3. Individual, Team or Group (consisting of no more than 3 persons) submission is acceptable.

Submission guidelines, prize and due date

- The contest is open from 19 July to 09 August, 2021 and only one submission per person or team/group is accepted;
- Submissions must include a template which should be filled out with the information of the participant or team. This template is attached.
- The winner(s) would be awarded a prize of EC \$1000.00.

Logo design guidelines and parameters

- The logo will be featured on EAP banners, Government of St. Vincent and Grenadines' website, social media, communication platforms, info graphics and other print media. The logo should therefore be eye-catching and legible;
- Submitted logos cannot contain third parties' copyrighted materials and may not include images or licensed images that have been previously published;
- It is preferable that the participant or team create and edit their own brand;
- The logo can include images, pictures, words or any figure that can identify the EAP and its objectives.

Intellectual property

The intellectual property of the selected brand will be transferred to the Employee Assistance Program (EAP) Unit, Ministry of Public Service, Consumer Affairs and Sports.

Winner and recognition

The winning logo will be used as the official brand for the Employee Assistance Program (EAP), St. Vincent and the Grenadines. The winner(s) will be recognized as the entry (person or team) that proposed the best logo during the launch of the EAP.

Submission Format

The Logo must be submitted electronically in .jpg and or .png formats to email: office.mps@gov.vc. Clearly include the following information as indicated hereunder:

1. Basic Information

Name of Participant or Team

Name of Ministry/Department

Email contact

2. Brand Proposal (Logo)

Please provide the design of the brand for the ***Employee Assistance Program (EAP)*** to the above mentioned email address.

Rationale of the Brand: It is important to supply along with the logo one name/phrase that describes how the logo and name (brand) represents the spirit of the ***Employee Assistance Program (EAP) and its objectives.***

If a hard copy of the design is provided, submission should be scanned or rendered into either a .jpg or .png format. Image should be larger than but not smaller than 3 inches by 3 inches (3"x3").