



JAMAICA DEPOSIT INSURANCE CORPORATION

LOGO REDESIGN COMPETITION FOR TERTIARY STUDENTS

Established by the Government of Jamaica in 1998, the Jamaica Deposit Insurance Corporation (JDIC) manages the Deposit Insurance Scheme. Under the Scheme, depositors with accounts at commercial banks, merchant banks, and building societies are protected up a coverage limit of \$1.2M per depositor, per institution. In keeping with its Public Education and Awareness programme, the Corporation launches the “*JDIC Logo Redesign Competition*” aimed at engaging the creative talents of Jamaica's tertiary-level graphic design students in reimagining the visual identity of the Corporation.

This initiative forms an integral part of JDIC's commitment to fostering public understanding of the benefits of deposit insurance, while also contributing to youth empowerment and nation building through Corporate Social Responsibility (CSR).

By encouraging students to explore fresh, modern design concepts for the JDIC logo, the competition will:

- i. Increase youth awareness of JDIC's role in the financial sector.
- ii. Foster a deeper understanding of the importance of deposit insurance.
- iii. Support and showcase emerging Jamaican talent.
- iv. Create new opportunities for creative industry partnerships within our public education efforts.

COMPETITION RULES

TERMS AND CONDITIONS

1. Eligibility

- i. Open to Jamaican students currently enrolled in a tertiary graphic design or visual arts programme (full-time or part-time).
- ii. Entries may be submitted by individuals or teams (maximum two people per team).
- iii. Immediate family members of employees of the JDIC are not eligible to enter the Competition.

2. Theme & Creative Direction

Students are invited to submit an original logo design that offers a fresh, modern interpretation of the JDIC's brand identity.

Designs should reflect:

- i. JDIC's mission which is to protect depositors against the loss of their deposits and contribute to promoting public confidence in the financial system;
- ii. The Corporation's core values of accountability, integrity, professionalism, teamwork, and adaptability; and
- iii. Contemporary styles, new typography, and graphic elements that appeal to a modern, digital-first audience.

3. Design Requirements:

- i. Logo must be an original creation of the entrant(s).
- ii. Logo must be adaptable for use across various media, including print, digital, signage, and promotional materials.
- iii. Submissions should include:
 - a. A primary logo in full colour
 - b. A version of monochrome (black & white)
 - c. A short, written concept/rationale (max 200 words) explaining the design choices for the logo, the connection to JDIC's brand, and how it resonates with the Mission, Vision and Core Values of the Corporation.

- iv. Files are to be submitted in vector format (AI, .EPS or .SVG) and high-res PNG/JPEG.

5. Submission Deadline:

- i. Entries must be accompanied by a competition Entry Form downloadable from the JDIC website www.jdic.org. Entry form must be endorsed with the institution's seal and principal's signature.
- ii. Entries must be accompanied by a valid student ID used at registration.
- iii. Entries must be submitted via email to competitions@jdic.org by February 27, 2026.
- iv. Late submissions will not be considered.

6. Judging Criteria:

- i. Originality and creativity
- ii. Relevance to JDIC's mission and brand values
- iii. Visual appeal and modernity
- iv. Overall execution and professionalism

7. Winner Selection & Prizes:

- i. The judging panel will include representatives from JDIC and professional design experts. The judges' decision will be final.
- ii. The top 3 winners will be awarded cash prizes as follows:
 - a. 1st Place: J\$300,000.00**
 - b. 2nd Place: J\$200,000.00**
 - c. 3rd Place: J\$150,000.00**
- iii. Where the logo design of the first-place winner is used by the JDIC within 36 months, the winner will be eligible for an additional cash prize of \$200,000.
- iv. The JDIC reserves the right not to award a prize if the logo designs are not of the required standard.
- v. Winners will be announced at an official JDIC awards event and via JDIC's media platforms.
- vi. Students who have won prizes must present their valid student ID to verify enrolment at the institution used at registration.
- vii. Prize winners will be notified by email sent to the email address used during registration.

- viii. Prizes are non-transferable, and the determination of winners is final.
- ix. All unclaimed prizes will remain the property of the JDIC.
- x. It is a condition of entry that all prize winners agree to allow the JDIC to use their name and likeness, and to participate in the advertising and public relations campaign relating to the competition, whether electronic, print, or other media, for no further consideration.
- xi. All participants will receive Certificates of Participation and a cash prize.

8. Intellectual Property:

- i. By entering the competition, participants agree that JDIC will have full rights to use, reproduce, and modify the winning logo(s) for official purposes. The logo shall become and remain the property of the JDIC.
- ii. JDIC reserves the right not to adopt any entry as the official logo if none meets the required standard.

9. Data Protection:

- i. The JDIC undertakes to comply with the Jamaica Data Protection Act (JDPA) in connection with these terms and conditions and shall ensure that its personnel observe the provisions of said Act where applicable or any amendments and re-enactments thereof and any regulations made thereto.

**THE JDIC RESERVES THE RIGHT TO VARY ANY OF THESE TERMS AND CONDITIONS
HEREAFTER, WITHOUT NOTICE.**

JAMAICA DEPOSIT INSURANCE CORPORATION

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Facebook/Instagram: @jdicjam

YouTube: Jamaica Deposit

JDIC...Protecting Deposits for You and Me