

TTRNA LOGO CAMPAIGN

Background

The Trinidad and Tobago Registered Nurses Association (TTRNA) has a long and rich history. This Association was an amalgamation of the Certified Trained Nurses of Trinidad and Tobago and The Port of Spain Trained Nurses and Midwives of Trinidad and Tobago. TTRNA has been in existence since June 04th 1930, making this Association 88 years and one of the oldest workers organization in Trinidad and Tobago.

TTRNA has evolved considerably and have been successful in establishing the Nursing Council our regulatory Nursing Body in 1950 and becoming a Trade Union in July 2014. These actions were geared towards establishing Nursing as a profession and advocating for our membership by bargaining for new terms and conditions of service. TTRNA has moved from representing one category of Nursing Personnel to embrace all categories of Nursing Personnel.

In our quest to achieve Professional status TTRNA and Nursing Council now share a logo and as two separate bodies with differing however complementary roles, the sharing of a logo cannot continue. As a consequence and in our quest to rebrand the Association, TTRNA Central Executive has made the decision to embark on a logo campaign that would reflect and complement a name change that gives true representation to all Nursing Personnel of Trinidad and Tobago. The Central Executive of TTRNA propose to change the name Trinidad and Tobago Registered Nurses Association (TTRNA) to ***Trinidad and Tobago National Nursing Association (TTNNA)***.

Objectives of the Logo Campaign

1. To replace duplicated logo and establish a unique logo
2. To create a logo that considers the rich history of TTRNA and Nursing locally, regionally and Internationally
3. To create a logo that reflects the inclusion of all nursing personnel **Rules and Guidelines**

Eligibility

- ✓ **Only** financial members of TTRNA can enter (Evidence of at least 1 year membership) or a member of the Nursing Student of arm of TTRNA.
- ✓ The contest is **not** open to board members or their immediate family members
- ✓ Contestants are permitted to work in teams but only one prize will be awarded

Submission Guidelines and How to enter

- ✓ The contest will be open from Tuesday 19th June 2018 to Wednesday 1st of August, 2018
- ✓ A cash prize of \$5000.00 will be awarded to the winner
- ✓ An adhoc committee comprised of a TTRNA Life member, Chair Professional Committee, Chair Education Committee and Chair Publications Committee will short list the (3) three best entries. These three entries will be presented at the Biennial to be voted and accepted by membership. The logo selected by membership will be deemed the winner and the prize will be awarded on this day.
- ✓ All entries must be submitted to headofficettrna@gmail.com Please place as subject, 'Logo campaign Committee', all entries to be submitted by Wednesday 1st of August 2018.
- ✓ All entries must be accompanied by our Entry form available for download on our website www.ttrna.org.
- ✓ One or more submissions per person or Team is acceptable. Each submission must be sent in a separate email
- ✓ Each form must be signed by the individual submitting or the Team leader of the Group where applicable.
- ✓ There will be a \$100 entry fee, please deposit in the following **RBL Account: 150279866001** please email a Scan copy of your receipt to email previously mentioned. **Originals must be submitted to collect prize**
- ✓ Please attach a scan copy of your entry form and receipt of payment with your submission.
- ✓ All entries are subject to a search and participants must state on prescribed form that the submission is their original work (participants are permitted to work along with a professional graphic artiste however the design must be credited to a member of the Association)

DO YOU HAVE WHAT IT TAKES!

Logo Design Guidelines and Parameters

- ✓ Logo must be unique and not comparable to another Nursing Organization Logo
- ✓ Logo Design must reflect the rich history of the Nursing Association both local and abroad and must also represent the present thrust of TTRNA
- ✓ Logo should be designed in such a way to incorporate our new Nursing Association name, Proposed ***“Trinidad and Tobago National Nursing Association”***, handled, resized and manipulate for all production purposes
- ✓ Initial entries to be submitted in jpeg files (must be visually appealing), additionally entries must be later submitted in vector graphic format (EPS). Logo must be easy to use