

BOTSWANA STOCK EXCHANGE LIMITED (BSEL) COMPETITION
REQUEST FOR PROPOSALS FOR DESIGN OF NEW LOGO

1. INTRODUCTION

As of the 2nd August 2018, the BSEL fully demutualized following its conversion from a mutual exchange to a company incorporated in terms of the Companies Act of Botswana. As a demutualized entity, the BSEL wishes to adopt a new corporate identity consisting of a new modern logo. Through this competition the BSEL is calling on designers to submit logo proposals to be considered.

The scope of work will include the development of a new modern logo with new colour schemes and the proposed logo should portray the desired image for the company. The logo may contain one colour or multiple colours.

2. THE FOLLOWING TERMS AND CONDITIONS WILL APPLY:

- ✚ This competition is for the logo design for BSEL. Entry is free of charge and is open to citizens of Botswana aged 18 years or older;
- ✚ The winner of the competition will receive a cash prize of **BWP20, 000.00**. The prize is as stated and no other alternatives will be offered;
- ✚ Commencement date of the competition is the **1st November, 2018** and the closing date is **26th November, 2018 at 1600hrs**. The winner will be notified by the **14th December, 2018**;
- ✚ Only one (1) entry per person will be accepted, more than one (1) entry per person will be disqualified;
- ✚ The concept notes should be attached along with the design proposed, the concept should be fully explained;
- ✚ A tagline can also be incorporated along with the symbol in case the designer feels it would enhance the impact of the symbol;
- ✚ The target audience for this logo will be the local and international market, decision makers, issuers, investors, and the world at large therefore should echo the BSEL's need to be world class
- ✚ The logo should be aesthetically balanced; no elements should be overpowering;
- ✚ Entries must be entirely original work and must not breach or be in violation of any copyright or other rights of third parties. BSEL will not be in any way liable for any non-original work submitted. Entrants agree to indemnify and hold BSEL harmless from any such claim. Entrants with plagiarized logos from other Exchanges or institutions will be disqualified;

- ✦ By submitting a design to this competition, entrants are accepting the Terms and Conditions as set out by the BSEL. Entrants further agree that if their entry is selected as the winning entry, they shall assign their entire right title and interest in the design to BSEL and they shall not be entitled to receive any royalties or other consideration, now or in the future, for such assignment other than the contest prize. Therefore, the BSEL shall own the design and shall have the exclusive right to use the design. If an entrant is not selected as the winner, ownership of the design and all intellectual property rights in such design will revert to the entrant. Entrants must sign the attached Trademark Assignment Form, but if their design is not the winning entry, that form shall be null and void and of no effect;
- ✦ Following the BSEL's decision, the winner shall be notified using the contact details provided by the Entrant. The winning Entrant has 48 hours from the time and date of the notification being sent to respond, and claim the prize. If the prize is not claimed by the winning Entrant within the set time frame, the prize shall be redrawn and awarded to an alternative entrant;
- ✦ The winner will also be announced on social media, therefore the winner's name and picture will be used for any publicity related to this competition;
- ✦ In the event of any dispute regarding the rules, conduct, results and all other matters relating to the competition, the decision of the BSEL shall be final and no correspondence or discussion shall be entered into; and
- ✦ Proposals should contain the following documents in a C4 size envelope;
 - Certified copy of ID (Oman);
 - Contact details that contain a valid email address and telephone number;
 - The proposed logo and concept behind the logo. The logo should be submitted as hard-copy on a clean sheet of paper. Logos may be hand drawn or printed.

3. FOR ANY QUESTIONS CONTACT

Market Development Department
marketdev@bse.co.bw
(+267) 3674400.

4. PROPOSALS SHOULD BE DROPPED AT

PA to the CEO
Botswana Stock Exchange Limited
4th Floor
Plot 70667, Fairscape Precinct, Fairgrounds
Gaborone, Botswana

ANNEX A

APPLICATION FOR BOTSWANA STOCK EXCHANGE LIMITED (BSEL) LOGO DESIGN COMPETITION

Name: _____

Address: _____

Phone Number: _____

Email Address: _____

The undersigned hereby submits a logo design (the "Logo Design") for the BSEL Logo Design Competition (the "Competition"), attesting that the Logo Design is the undersigned's original work and not a copy of anyone else's work.

The undersigned has read and agrees to the Terms and Conditions of the BSEL Logo Design Competition, which Terms and Conditions are incorporated herein by reference.

If the undersigned were to be named the winner of the Competition, the undersigned hereby assigns to BSEL and its successors and assigns, the undersigned's entire right, title and interest in and to the Logo Design. For no additional consideration, the undersigned agrees to sign such additional documents as maybe required to vest title in and to the Logo Design in BSEL.

Applicant