

Kerry Biosphere Reserve

Open Competition for the design of a logo

The Kerry Biosphere Reserve is hosting an open competition for the design of a logo to be used to represent the Kerry UNESCO Biosphere Reserve in all areas of its operations.

The logo selected will be the first step in the process of creating a recognisable brand for the Kerry Biosphere Reserve. This branding will be used to promote the ethos of the biosphere reserve programme, putting nature and culture at the heart of what we do and working for a just transition to a sustainable livelihood for all.

The competition is open from July 30th 2021 until September 30th 2021.

The winning entry will receive a €500 cash prize sponsored by the Killarney Hotel Group.

To submit your entry please email your design attached as a .jpg file to kerrybiosphere@skdp.net with Kerry UNESCO Biosphere Reserve Logo competition as the heading. It is the responsibility of the entrant to ensure the e-mail has delivered.

If your entry is selected you will be required to submit the logo in several formats as detailed in the specifications in the section on logo design below.

Introduction to the Kerry UNESCO Biosphere Reserve

Kerry United Nations Educational, Scientific and Cultural Organisation (UNESCO) Biosphere Reserve is located in the heart of County Kerry. It incorporates the MacGillycuddy Reeks Irelands Highest mountain range, Killarney National Park- home to Irelands last native herd of Red Deer and the largest remaining tracks of native Oak woodlands in Ireland, and the Paps mountain range on the east of county, in Irish called '*Dá Chích Anann*', named after the 'mother of the gods of Ireland'.

The Kerry UNESCO Biosphere Reserve was first established in 1982 as the Killarney National Park Biosphere Reserve; following a review process in 2017 the Biosphere Reserve area was increased to incorporate a transition and buffer zone along with the existing core area bringing the total area of the Biosphere reserve to 65,760 ha. It is one of only 2 Biosphere Reserves in Ireland.

Biosphere Reserves are 'learning places for sustainable development'. They are sites for testing interdisciplinary approaches to understanding and managing changes and interactions between social and ecological systems, including conflict prevention and management of biodiversity. They are places that provide local solutions to global challenges.

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO's programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the UN General Assembly in 2015.

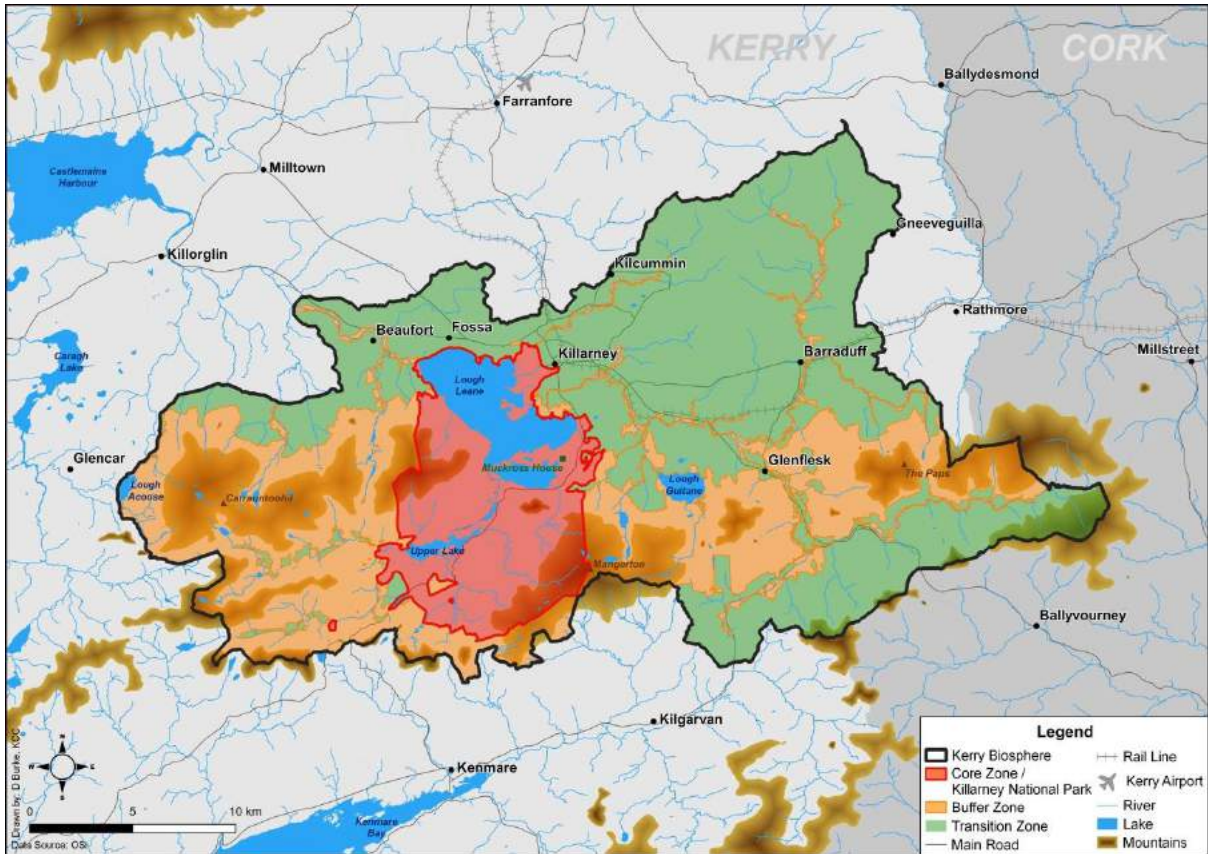


Figure 1: Map of the Kerry Biosphere Reserve

Social Media links for Kerry UNESCO Biosphere:

Facebook: <https://www.facebook.com/kerrybiosphere>

Instagram: <https://www.instagram.com/kerrybiosphere/>

Twitter: <https://twitter.com/KerryBiosphere>

You can find our website here: www.kerrybiosphere.ie

Logo Design Details

The logo for the Kerry Biosphere Reserve must represent the natural and cultural value of the area within the Kerry Biosphere Reserve.

The logo selected will be used across all media to represent the work of the Kerry Biosphere Reserve. It will serve as an award badge to partner organisations to represent their commitment to the ethos of environmental sustainability and nature conservation. It will also be used to create merchandise to promote awareness and understanding of our natural and cultural heritage.

The following directions are taken from the 'Technical Guidelines for Biosphere Reserves' as published by UNESCO.

Own brand and logo

235. *Because of the legal restrictions on usage of the 'UNESCO logo', many biosphere reserves have developed their own brand logos, as in the example below. Such logos only contain the term 'biosphere reserve', a term which is not legally protected by UNESCO. Many biosphere reserves have registered their own logo at the national trademark office. This is fully supported by UNESCO, as long as such a logo does not contain the acronym 'UNESCO'.*

Biosphere reserves are completely free to use and authorize such logos, including in commercial contexts. Where biosphere reserves have their own logo, they employ it in commercial contexts and the UNESCO Biosphere Reserve logo in non-commercial contexts (often combined with their 'own logo').

Due to this the logo design may not include the text 'UNESCO'.

It may include the text 'Kerry Biosphere' or 'Kerry Biosphere Reserve'. Any text must be included in both English and Irish.

Requirements include:

- Design must be transferrable to several different formats for use in digital and print media, on merchandise, partner badges and to represent the Kerry Biosphere in international collaborative projects.
- Design must represent some aspects of the Kerry Biosphere Reserve and its natural and cultural heritage.
- Design must use a complementary colour scheme to the existing website. Website can be found at www.kerrybiosphere.ie
- All entries must be the original work of the individual/company making the submission.
- Entries must be submitted as a .jpg file 500px by 500px.
- The winning entry selected must be provided as a vector file that can be edited for colour or transparency; this will be requested once final decision is made on design.

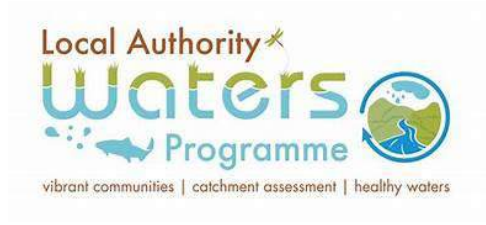
Partners logos

In this section we have included logos for the partners in our management committee - South Kerry Development Partnership, Kerry County Council and the National Parks and Wildlife Service.

We also work closely with a number of other organisations in Ireland and so have included their logos here for reference.

There are 714 Biosphere Reserves globally in 129 countries many of which have developed their own logo to allow for branding of commercial partnerships and projects; some of these are included below. A full list of biosphere Reserves can be found on the UNESCO website at www.UNESCO.org

Example logos for partner organisations or organisations we work closely with:



Killarney House and gardens



Example logos from other biosphere reserves:





Summary Competition Details

Design a logo for the Kerry UNESCO Biosphere Reserve.

Send your design as a jpg file to kerrybiosphere@skdp.net

This competition is open until September 30th.

Winning entry receives a €500 cash prize.

Any questions please email kerrybiosphere@skdp.net

Terms and Conditions

Entry into this competition is deemed to be acceptance of these terms and conditions.

This competition is open from July 26th 2021 through to close of business September 30th 2021.

No entries received outside of those dates will be considered.

All entries must be the original work of the individual/company making the submission.

Entries must be submitted as a .jpg file.

The winning entry must as selected must be provided as a vector file that can be edited for colour or transparency.

All rights to the final logo design selected will be property of South Kerry Development Partnership as the management partner for the Kerry Biosphere Reserve with responsibility for this competition.