



Creation of a New IC Seal Contest

Guidelines and Mechanics

I. GENERAL INFORMATION

This contest is a part of the digital transformation journey of the Insurance Commission (IC), aside from developing and implementing online systems and applications. The contemporary design iteration of the IC Seal has been in use for more than 50 years, with the last update to English translation in 2016.

This contest is open to all Filipinos currently residing in the Philippines. Participants under 18 years of age must secure and submit parental consent to join the competition. Employees of the Insurance Commission are also qualified and are encouraged to join.

Deadline for submission of entries would be on 30 January 2022, 5:00PM.

II. BACKGROUND

The IC's mandate is to regulate and supervise the insurance, pre-need, and HMO industries in accordance with the provisions of the Insurance Code, as amended, Pre-Need Code of the Philippines, and Executive Order No. 192 (s. 2015), with the following objectives:

- To promote growth and financial stability of insurance, pre-need, and HMO companies
- To professionalize insurance, pre-need, and HMO services, and develop insurance, pre-need, and HMO consciousness among the general populace
- To establish a sound national insurance market
- To safeguard the rights and interest of the insuring public, pre-need and HMO customers

VISION

Strong, sustainable, and globally competitive regulated entities, as pillars of the economy, to serve every Filipino.

MISSION

We are committed to implement prudent and progressive regulatory and supervisory policies at par with international standards.

SHARED CORE VALUES

Integrity

- The Insurance Commission upholds the highest standard of honesty and transparency in the fulfillment of its duties and services.

Commitment

- We sustain highest global standards and best practices in regulation and supervision.

Responsibility

- In the achievement of its mandate, the Insurance Commission exercises accountability, dedication, and drive.

III. THEME

Insurance Commission gearing towards Digital Transformation.

IV. GUIDELINES

The new seal must effectively convey the IC's identity, mandate, objectives, vision, mission, and shared core values while aligning with the theme. It must communicate the IC's journey into a modern regulatory agency.

By entering the competition, the participants declare that the entry is their original work and has not been submitted to any other contest and should not infringe on any existing copyright or any intellectual property rights. Any complaints that may arise due to similarities, likeness, or comparison of the design would be the participant's accountability as they would be responsible for proving its authenticity. All entries submitted shall be the property of the IC.

Participants may only submit **ONE (1) ENTRY**, with a composition of:

- An original design for seal of the Insurance Commission;
- A detailed specification of the font style and colors used (with HEX code); and
- A short description (not more than 500 words) of the proposed seal, meaning behind the use of elements and colors.

DESIGN SPECIFICATIONS

The IC's official colors are blue and yellow gold. The use of dark shades of blue (not saturated) is expected, but the participant may explore other color pallets that may fit the modern look required by the Commission. Only a maximum of three dominant colors is allowed in the design. Incorporation of the unique features of the current seal is also advised. For details on the meaning behind the current IC seal, you may visit this link:

<https://www.insurance.gov.ph/about/seal-of-the-insurance-commission/>

Fonts and elements used in the design must be royalty-free. Compositions that contain copyright images, graphic details, or artwork from clipart will automatically be disqualified.

The design must not contain any of the following:

- Copy-righted material or elements;
- No irrelevant or vulgar visual elements;
- Name or initials of the artist;
- Any markings that may be attributed to the artist; and
- Words, emblems, or markings that are not related to the IC.

TECHNICAL SPECIFICATIONS

The submitted entries must abide by the following specifications:

- Design should be illustrated on a white background and must be in digitized format (at least 300 PPI with a file extension of .jpeg);
 - Flat jpeg format (A4 size, 300 PPI) for the horizontal layout of seal and text.
Filename format: yourname_sealandtext.jpeg
i.e., juanrdelacruz_sealandtext.jpeg
 - Flat jpeg format (12" x12", 300 PPI) for the solo design.
Filename format: yourname_seal.jpeg;
i.e., juanrdelacruz_seal.jpeg
- A PDF file with a brief description or rationale (not more than 500 words) explaining the components/elements of the seal should also be included in the entry. Include the breakdown of fonts used as well.
Filename format: yourname_description.pdf;
i.e., juanrdelacruz_description.pdf
- For wordmark, a letter mark, combination marks, or emblems, the only allowed text that can be used are the complete name of the Insurance Commission and its official acronym:
 - Insurance Commission
 - IC

Note: *The original raw file vector formats (.svg, .ai, or .eps formats) used will be a required submission for the winning participant.*

All entries must be sent to **icseal@insurance.gov.ph** with the **Subject:** "Your Name - IC Seal Submission," i.e., *Juan R. Dela Cruz – IC Seal Submission*, on or before **30 January 2022, 5:00PM**, with the participant's basic information (name, age, email, and contact number).

DELIBERATION

All entries submitted within the set period will undergo preliminary filtering by the Information Systems Division if they meet the minimum requirements established in this document. Successful entries will be informed through email and will advance to the final round of deliberations. According to the given criteria, the entries would be presented to the IC Executive Committee for judging. The decision of the judges is final.

The winning participant would be informed through email by the designated IC Personnel.

CRITERIA FOR JUDGING

The filtered entries would be judged based on the following criteria:

CONCEPT/ADHERENCE TO THE THEME – 40pts.

- The theme is evident in the design and the mandate, functions, and shared core values of the IC was properly communicated in visual form.

COHERENCE – 30pts.

- Design elements are harmonized to form a cohesive, seamless visual flow and sends a clear message.

IMPACT/BRAND RECALL – 20pts.

- The design is easily remembered and can be described simply by the audience.

ORIGINALITY – 10pts.

- The design is unique.

WINNING ENTRY

The winning design shall be considered property of the IC and may be used by this Commission where deemed necessary. Likewise, all submitted entries may be featured in the IC's IEC, including publications, advertisements, exhibits, and other printed or digital media.

The IC shall also have exclusive rights to the winning design; publish it on its websites and other media and materials such as letterheads and envelopes. The IC reserves the right to refine further, improve or alter the winning entry's final artwork, or use it for a different purpose.

The winning artist shall sign an intellectual property release with the intent that IC shall fully own all rights to the seal.

V. AWARDING

The winning design shall receive a certificate and a cash prize of Php40,000.00 (inclusive of applicable taxes) while two (2) runner-up designs would be receiving a certificate and Php5,000.00 each. The awarding of the winning entry would be on the 73rd IC Anniversary Celebration.