



Republic of the Philippines  
**PHILIPPINE HEALTH INSURANCE CORPORATION**

Citystate Centre, 709 Shaw Boulevard, Pasig City  
Healthline 637-9999 www.philhealth.gov.ph



December 19, 2011

**RACE TO UHC**  
**Universal Health Care Campaign Logo Design Contest**  
**Official Rules and Guidelines**

**Introduction**

The Philippine Health Insurance Corporation (PhilHealth) is now in the process of reinventing itself in order to catalyze the attainment of universal health care in the country. Coming up with a *campaign logo* is then very timely to symbolize this significant era of change and advancement. Integral to achieving UHC is the involvement of partner Local Government Units in the execution of our strategies. Ultimately, this is then a call for all provinces and cities to be the first to reach UHC.

**Eligibility.** The Contest is open to both individuals and groups. Employees of the Philippine Health Insurance Corporation may also submit entries. Same guidelines apply to all participants, whether individual or group.

**Submission Guidelines**

The campaign logo must be able to illustrate the theme and slogan below.

*Theme:* Race to universal health care

*Slogan:* Bawat Pilipino, miyembro  
Bawat miyembro, protektado  
Kalusugan natin, seguridad

*Recommended Reading:*

PhilHealth Goes Full-Speed Towards UHC  
([http://www.philhealth.gov.ph/media/news/2011/towards\\_uhc.htm](http://www.philhealth.gov.ph/media/news/2011/towards_uhc.htm))

**Technical guidelines**

1. The design entry has to signify energy and speed towards attaining universal health care.
2. Entrants are free to choose the colors and gradients to be used in the logo.
3. The design entry should be submitted in either **PSD**-Photoshop Document; **JPEG**- Joint Experts Photographic Group; **AI**-Adobe Illustrator document; **EPS** – Encapsulated Postscript or in **PDF**- Portable Document Format ONLY.
4. Resolution of the logo/artwork should not be less than **300 dpi** (dots per inch) and in **CMYK** (Cyan,Magenta,Yellow,Black) profile
5. Entries should not exceed **10mb** in file size
6. Entries with identifying marks, logos and signature representing the identities of the artist or affiliations are automatically disqualified.
7. Neither PhilHealth's name nor its slogan should appear in the logo.



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### How to Enter

1. Entries will be accepted starting **December 19** up to **December 31, 2011 (12MN)**. All entries must be e-mailed to [philhealth.online@gmail.com](mailto:philhealth.online@gmail.com).
2. The e-mail must include the name, postal address, contact number, and e-mail address of the participant.
3. For participating groups, the e-mail must contain the organization's name and their point person's name, postal address, contact number, and e-mail address.
4. No more than three entries may be submitted by each participant, whether individual or group.
5. Entries must strictly adhere to the submission/technical guidelines.
6. No participation fees will be charged for the Contest.

### Prize

1. The winning participant/group will receive a cash prize of PhP30,000. The winning design entry will become the official campaign logo for PhilHealth's race to UHC.
2. Winner will be notified by PhilHealth via e-mail by the second week of January 2012.
3. The winner will be acknowledged in the PhilHealth website and in other venues and will be invited to the launch ceremony during the PhilHealth anniversary celebration in February 2012.

**Judging and Selection.** Entries will be judged by a committee comprised of representatives from various PhilHealth offices (Office of the President and CEO and Corporate Affairs Group – Public Affairs Department) and advertising/communications experts.

### Intellectual Property

1. All submitted work must be certified by the designer as original artworks that are not based on any pre-existing designs. These will become properties of PhilHealth upon submission.
2. The winning entry will become the sole property of PhilHealth and shall be registered with the Intellectual Property Philippines (IP Philippines).
3. PhilHealth reserves the right to revise any part of the winning entry as it deems fit.
4. The designer of the winning entry must submit all editable files to the Corporation in exchange for the cash prize.
5. The designer of the winning entry shall not claim royalties for the use of the winning entry in any and all collaterals that PhilHealth may produce and publish.

Approved by:

**(SGD)DR. EDUARDO P. BANZON**  
President and CEO  
Philippine Health Insurance Corporation