

COMPETITION FOR THE DESIGN OF A PATH (PROGRAMME FOR ACCESS TO HIGHER EDUCATION) LOGO

1. PURPOSE OF THE COMPETITION

The [Access Policy](#) section of the Higher Education Authority wishes to commission a logo for the [PATH \(Programme for Access to Higher Education\) Fund](#). The winning design will become the official PATH logo for use across a wide range of print and online materials.

2. BACKGROUND TO PATH

The overall vision of the [National Plan for Equity of Access to Higher Education](#) is to ensure that the student body entering, participating in and completing higher education at all levels reflects the diversity and social mix of Ireland's population.

The [National Plan for Equity of Access to Higher Education 2015-2019](#) and the [Progress Review of the National Access Plan and Priorities to 2021](#) contain a number of targets to increase participation by specific categories of students including:

- entrants from under-represented socio-economic groups and communities;
- entrants with disabilities;
- first-time mature entrants;
- members of the Irish Traveller community;
- students entering on the basis of a further education award; and
- part-time flexible learners.

Among and across the national target groups there are also sub-groups that experience difficulties participating in higher education and who require particular support – these include lone parents, teen parents and some people from ethnic minorities.

PATH is a new funding mechanism supporting the [National Plan for Equity of Access to Higher Education](#) to enable innovative responses to support the participation and retention of these groups in higher education. PATH enables collaborative partnerships between clusters of higher education institutions through three strands:

PATH 1 – Teacher Education

The objective of PATH 1 is to increase the number of students from under-represented groups entering initial teacher education. Teachers with a personal understanding of the challenges encountered through participation in higher education are excellently placed to act as role models for potential students from the same communities.

PATH 2 – 1916 Bursary Fund

PATH 2 is the 1916 Bursary Fund which provides financial support to students identified as being the most economically disadvantaged from the specified target groups.

PATH 3 – Higher Education Access Fund

PATH 3 complements the direct student funding provided under PATH 2 by supporting the development of regional and community partnership strategies for increasing access to higher education by those from the specified target groups. Higher education institutions are expected to engage with local DEIS schools, further education providers, community and voluntary groups and other relevant stakeholders.

3. PRIZE

The winner will receive a €400 [One4All gift voucher](#) and will be invited to an official announcement at an event to be held in early 2020 (details to be confirmed).

4. COMPETITION GUIDELINES

- 4.1. The competition is open to any student currently enrolled in a Higher Education Authority-funded institution. Further details are available [here](#).
- 4.2. The HEA reserves the right to contact an applicant's institution to confirm that they are currently enrolled there.
- 4.3. The submitted logo design must contain 'PATH' in larger font and 'Programme for Access to Higher Education' as the tagline. The logo should not contain any additional text.
- 4.4. The logo design should represent equity of access and diversity in line with the vision of the [National Plan for Equity of Access to Higher Education 2015-2019](#).
- 4.5. The logo design should be complementary to the Higher Education Authority, Department of Education and Skills and Government of Ireland logos as it will often be used alongside them (see Appendix 1).
- 4.6. The logo should be designed with accessibility in mind.
- 4.7. The logo design should work in colour as well as monochrome.
- 4.8. Entries must be submitted as either a high-quality jpg or PDF, in both colour (where applicable) and monochrome, along with the details outlined in Appendix 2 to access@hea.ie.
- 4.9. Once selected, the winning entry must be forwarded as an .ai, .svg, .pdf or vector file.
- 4.10. Applicants are permitted to submit multiple entries.
- 4.11. The logo design must be original and the applicant's own work.
- 4.12. By submission of an entry, the applicant certifies that the logo does not infringe the rights of any third party and is not in violation of any copyright.
- 4.13. The selection committee will be comprised of staff members of the Higher Education Authority and the Department of Education and Skills. The decision of this committee will be final.

- 4.14. The winning entry will become the sole property of the Higher Education Authority for use at its discretion.
- 4.15. By submitting an entry, applicants accept all competition guidelines and agree to be bound by them.

5. TIMELINE

Any queries should be emailed to access@hea.ie. The timeline for this competition is outlined below:

Competition opens	3 September 2019
Competition closes	25 October 2019
Winner informed	December 2019

APPENDIX 1



Figure 1. Higher Education Authority logo



Figure 2. Department of Education and Skills logo



Rialtas na hÉireann
Government of Ireland

Figure 3. Government of Ireland logo

APPENDIX 2

Name	
Email address	
Higher education institution	
<p>Please explain the concept behind your design and why you feel it matches the goals of PATH and the National Plan for Equity of Access to Higher Education (max. 100 words)</p>	

Entries must be submitted as either a high-quality jpg or PDF, in both colour (where applicable) and monochrome, along with the details outlined above to access@hea.ie no later than Friday, 25 October 2019.