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THTI Undertakes Rebranding With a Logo Design Contest

MT. ST. GEORGE, TOBAGO, May 10, 2022: The Tobago Hospitality and Tourism Institute (THTI) is embarking on a rebranding exercise of its logo. The institute is inviting entries from all designers and other creative talents in Trinidad and Tobago to participate in a contest to design a new logo for the organization. The winning design is expected to convey THTI's wider vision of lifelong learning and higher-education experiences including entrepreneurial growth, culinary arts, food and beverage innovation, sustainability, hospitality, tourism and wellness.

The timing of the logo redesign coincides with THTI's celebration of its 25th Anniversary this year as Tobago's premier indigenous tertiary education institution, as well as recognition of the Institute's current strategic vision and mission:

Vision - To be the beacon for innovative learning experiences.

Mission - THTI exists to provide unparalleled, diverse educational opportunities and empowerment while expanding and strengthening partnerships.

The winning logo design will be used as the official logo of the Institute and it will be included in all branding and promotional activities. All submissions are required to:

- Reflect the heritage and diversity of Tobago's people, places and culture.
- Promote the values and ethos of the institution.
- Align with THTI's strategic mission and vision.
- Be the original and unpublished work of the designer.

The designer of the winning entry will receive a prize of Five Thousand dollars (TT\$5,000). If the winning entry is a drawing or photo, or requires additional modification, the winner will receive a prize of Twenty-five hundred (TT \$ 2,500).

Guidelines and rules of the contest are available online www.thti.edu.tt/logodesign. The deadline for submission of entries and accompanying logo designs is on May 25, 2022. Contestants must complete an online entry form and submit design work via email to marketing.dept@thti.edu.tt.

For additional information, please contact:

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ABOUT THTI

The Tobago Hospitality and Tourism Institute (THTI) is Tobago's premier tertiary education institution that develops human capital for the economy's hospitality, tourism, and related sectors. THTI was founded in 1997 to address the need for trained professionals to compete in a globally competitive market alongside other Caribbean islands. In 2009, THTI became the first indigenous Tobago institution to be registered with the Accreditation Council of Trinidad and Tobago (ACTT). THTI attained ACTT Institutional Accreditation status in 2014 and again in 2019. Located on a 100-acre estate of pristine forest lands overlooking the Atlantic Ocean, THTI's sprawling campus is nestled within farming and fishing communities of Mount St. George, Tobago. The Institute offers many short courses in Tourism; Culinary Arts, Hospitality and Food & Beverage alongside its accredited Associate Degree Programmes.