

Notice for Logo Design Competition for ASEAN-China Educational Exchange Year

1. Background

2016 marks the 25th Anniversary of ASEAN-China Dialogue Relations, and the year of ASEAN-China Educational Exchange. In order to raise the public's awareness and understanding of ASEAN-China Educational Exchange Year, the Ministry of Education (MOE) of China, in consultation with its ASEAN counterparts has initiated a Logo Design Competition for the public to highlight the ASEAN-China Educational Exchange Year, as one of the flagship activities of ASEAN-China Educational Exchange Year.

ASEAN-China Centre (ACC) is the organizer to implement this Logo Design Competition. As the only inter-governmental international organization, co-founded by the governments of ASEAN Member States and China, since the establishment in November 2011, ACC is dedicated to promoting ASEAN-China functional cooperation in the fields of trade, investment, education, culture and tourism.

2. Content and requirements of Logo Design

2.1 The Logo should be around the theme of ASEAN-China Educational Exchange, looks solemn, and with strong artistic value. The color should be simple and bright, suitable for colorful, black and white, or colorless background. It is advised to avoid the use of any ethnic or religious taboos in ASEAN countries and China.

2.2 The Logo must be original, and does not infringe the rights and interests of the third party.

2.3 The final selected Logo shall be used for dissemination and implementation in relative activities of ASEAN-China Educational Exchange Year, including venue decoration, backdrop, tag, invitation, certificate, file bag, registration book, special column of news report, flier,

banner and publication.

2.4 The submitted designs shall take the Logo as the main body with some basic visual elements: standard font (Chinese, English), standard color, auxiliary graph. And it needs to provide at least 5 Logo extension operational versions. The works shall be drawn on the white A4 paper, moreover, the e-version shall be submitted with CMYK and 300dpi.

2.5 Please submit the design with description in Chinese and English, to describe the idea and explain the Logo in 300 words.

3. Participants of the Competition

The general public are invited to join the competition.

4. Submission methods

4.1 post: please mail the A4 size of works and disc file to the address: No. 43 Liangmaqiao Road, Chaoyang District, Beijing, 100600, ASEAN-China Centre. Please note “Logo collection” on the envelope and the name and contact information of the designer.

4.2 E-mail: please zip the designed Logo in jpg and gif, and together with the participation form send to logo@asean-china-centre.org, noting “Logo collection” in the email subject.

5. The deadline of collection

March 6, 2016 (the date of postmark and E-mail sending time will be recognized).

6. Reward method

3 designs will be preliminarily selected among all the participants' works and the winners will be presented a certificate of honor. The designer of the final 1 selected will be awarded a bonus of 20,000 RMB.

7. Statement

7.1 All the submitted designs will not be returned.

7.2 The designer will bear legal responsibility for tort and shall be prosecuted if his or her design have caused losses to ACC.

7.3 The copyright and usage right of the selected works shall belong to ACC, thus, the designer cannot authorize the logo to any other individual or organization.

7.4 The above bonus amount refers to the amount before tax (tax shall be borne by the winner).

7.5 All the participants are deemed to adhere to the above statements.

7.6 The rights of final interpretation of the Logo Design Competition shall belong to ACC.

7.7 The participation form is attached.

ASEAN-China Centre

January 28, 2016