

2020 Year of ASEAN Identity
Logo Design Competition for ASEAN Youths
What does ASEAN Identity mean to you?

Guidelines and Official Rules

Introduction

2020 has been designated as the Year of ASEAN Identity to further develop and foster a sense of belonging and shared identity among the peoples of ASEAN. The ASEAN Secretariat, with the support of the ASEAN-German Cooperation implemented by *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH*, is initiating the 2020 Year of ASEAN Identity Logo Design Competition for ASEAN Youths to stimulate young people's creativity in interpreting ASEAN identity. The logo will be featured in various materials and high profile events throughout 2020 to celebrate ASEAN Identity.

1. Eligibility

- 1.1. The contest is open to all passport holders of ASEAN Member States aged 18 to 35 years by 31 December 2019.
- 1.2. Staff or officers of the ASEAN Secretariat or their immediate family members are not eligible to join.
- 1.3. Contestants are limited only to individuals (i.e. no groups and companies).

2. Submission

- 2.1. Individuals may submit no more than two entries.
- 2.2. The contest is open from 12:01 a.m. on **23 September 2019** (Jakarta time) and closes at 11:59 p.m. on **22 November 2019** (Jakarta time). Late submissions will not be considered.
- 2.3. All entries must be submitted to the ASEAN Secretariat with details in the following link: <https://forms.gle/nDti2qHBCo94king6>. Each submission shall be accompanied by a separate form.
- 2.4. There is no fee to enter the contest.
- 2.5. Each logo submission must be accompanied by a write-up (of no more than 50 words) on your interpretation of the ASEAN Identity through your logo design, e.g. by answering the following questions: *What does ASEAN Identity mean to you? What inspires your design? How does your logo design help to promote ASEAN awareness and foster ASEAN Identity?*

3. Image parameters

- 3.1. Entries must be submitted as JPEG files and must be attached to the email with the corresponding Entry Form.
- 3.2. For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS).
- 3.3. Color must be CMYK and RGB, though the logo may also be produced in black and white. Contestants are advised to avoid gradients and half-tones.
- 3.4. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.

4. Intellectual Property

- 4.1. Contestant affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
- 4.2. All submissions become the sole property of the ASEAN Secretariat and may be used for any purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
- 4.3. Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
- 4.4. The ASEAN Secretariat shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
- 4.5. The ASEAN Secretariat reserves the right to choose not to use the winning entry.
- 4.6. The ASEAN Secretariat reserves the right to use any other entry for promotional purposes in the future.

5. Criteria for Selection of Winners

- 5.1. The winning entry will be selected by a panel comprising the ASEAN Secretariat, and GIZ. The decision will be final and no further correspondence shall be entered into.
- 5.2. Entries will be judged on the merits of:
 - (i) Originality – *Does the design reflect distinctiveness and creativity? Is the design visually appealing and commanding attention?*
 - (ii) Relevance – *Does the design inspire and contribute to a sense of building ASEAN Identity? Does the design tell a compelling story about ASEAN Community Building through promotion of the ASEAN Identity?*
 - (iii) Adaptability – *Can the design be reproduced in different formats and accommodate various applications?*
 - (iv) Aesthetics – *Is the design well put together to demonstrate balanced visual and colour coordination?*

6. Prizes

6.1. The competition will award the following prizes:

1 Winner	<ul style="list-style-type: none">• Cash prize of € 2,000• 2 nights' hotel stay in Jakarta• Return flight from an ASEAN Member State to Jakarta for the launch and awarding ceremony
1 st Runner Up	<ul style="list-style-type: none">• Cash prize of € 1,000
2 nd Runner Up	<ul style="list-style-type: none">• Cash prize of € 500

6.2. The winner will be notified via email and announced on the Facebook page of ASEAN and the ASEAN Committee on Culture and Information (ASEAN-COCI).

6.3. The winner will be invited to the ASEAN Secretariat in Jakarta for the launch and the awards ceremony.

6.4. Cash prizes will be awarded through bank transfers.

7. Disclaimer

7.1. The ASEAN Secretariat is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.

7.2. The ASEAN Secretariat is not liable, for the purpose of winner and prize notification and delivery, in the event the contest winner has provided incorrect, outdated, or otherwise invalid contact information.

7.3. The ASEAN Secretariat reserves the right to cancel or modify the competition and award the prize by alternate means if fraud or technical failure is determined at any time by the ASEAN Secretariat, including after the submission window has closed.

7.4. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

Questions or queries may be sent to:

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