



Application Guideline for Logo Design and Catchphrase Contest for the 50th Year of ASEAN-Japan Friendship and Cooperation

April 2022

The year 2023 marks the 50th commemorative year of ASEAN-Japan relations. Since its start in 1973, ASEAN-Japan relations have made remarkable progress. People to people exchanges between ASEAN and Japan has been the foundation of close partnership between ASEAN and Japan which is often called "heart to heart" relations. The Governments of ASEAN Member States and Japan will celebrate the 50th Year of ASEAN-Japan Friendship and Cooperation with various commemorative events and exchange programs in 2023 and also encourage their citizens to join the celebration of this milestone. For this purpose, the Governments of ASEAN Member States and Japan, in collaboration with the ASEAN Secretariat and the ASEAN-Japan Centre, publicly invite ideas from their citizens for a logo design and a catchphrase which reflect the 50 years of friendship and cooperation and jointly organize a contest with the following details.

1. Title

Logo Design and Catchphrase Contest for the 50th Year of ASEAN-Japan Friendship and Cooperation

2. Requirements

Logo

- A logo design should reflect 50 years of friendship and cooperation between ASEAN and Japan. The logo design also needs to be suitable for usage on promotional items and media.
- Color: The logo is to be submitted both in color and black-and-white on white background. No limit in color or gradation.
- Image format: JPEG, GIF, Illustrator and Photoshop are acceptable. File size is restricted up to 3MB. Resolution needs at least 300dpi (fit to vertical A4 size). (Note) The image format is subject to be changed, depending on the software compatibility.
- Each contestant shall submit only one entry and multiple entries from the same contestant will not be considered.
- Entries will not be returned.

Catchphrase

- The catchphrase should reflect 50 years of friendship and cooperation between ASEAN and Japan. The catchphrase should be concise and suitable for usage on advertisements and social media.

- Language: English and/or Japanese.
(Note: All the shortlisted catchphrase submitted in Japanese will be translated into English by AJC/MOFA of Japan, and only English version will be considered at the final selection)
(Note) The winning entries will be translated into Japanese, and may be translated into the languages of ASEAN Member States.
- Each contestant shall submit only one entry and multiple entries from the same contestant will not be considered.
- Entries will not be returned.

3. Eligibility

The contest is open to all nationals of ASEAN Member States and Japan.

4. How to apply

Submit by the online form through the website below, which set up by the ASEAN-Japan Centre (AJC).

<https://www.asean.or.jp/en/ajc/50th-logo-catchphrase/>

5. Application Deadline

Wednesday, June 15th, 2022

6. Selection

Entries will be carefully considered by the contest organizers. One winner and two runners-up for both logo and catchphrase will be selected.

7. Announcement

To be announced at the ASEAN Post-Ministerial Conference with Japan and thereafter on the respective websites of the ASEAN Secretariat and the ASEAN-Japan Centre.

(Note) Details of the announcement may be subject to change.

8. Copyright

- The entries should be new and unpublished before, and original exclusively for this contest of the 50th Year of ASEAN-Japan Friendship and Cooperation.
- The entries must not infringe on the Intellectual Property Rights of any third party including defamation and copyright infringement of third parties will be excluded from the competition. Any submissions found to be in violation of such Intellectual Property Rights shall be rejected.
- The entries must not contravene public order or violate any provisions of the Copyright Acts and other laws and regulations of Japan and ASEAN Member States. The contest organizers do not bear any responsibility for copyright violations or infringements of intellectual property rights carried out by the applicants.
- All rights of the winning logo and catchphrase would be the intellectual property of the contest organizers and the winners shall not exercise any rights over them. The winning logo and catchphrase can be used by the contest organizers and/or relevant

agencies of ASEAN Member States and Japan for promotional and display purposes, materials and also for any other use as may be deemed appropriate.

- Use of adopted work, official logo and catchphrase for the commemorative events and activities will be decided by the contest organizers.
- The contest organizers will have unfettered rights to modify the prize winning entries and add/delete any design/info feature in any form in it.
- Processing the work will be restricted to size adjustment and black-white conversion.
- The contest organizers reserve the right to cancel or amend all or any part of this contest and/or terms and conditions/technical parameters/evaluation criteria. Any changes or the cancellation of the contest, will be updated/posted on the websites. It would be the responsibility of the applicants to keep themselves informed of any changes in the terms and conditions/technical parameters/ evaluation criteria stated for this contest.
- All the logo and catchphrase entries received would be assessed by the contest organizers. The decision of the contest organizers shall be final and binding.

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