

LOGO DESIGN CONTEST

The Research Centre for Waste and Resource Management

Background

The Research Centre for Waste and Resource Management (the Centre) at THEi was established in 2016 as an industry-based research hub to advance the technology and competitiveness of environment-related industries in Hong Kong and the Pan-Pearl River Delta Region. Its mission is to enhance academia-industry interactions to improve the research capabilities of the environmental sector in the region.

The Centre is financially supported by the University Grants Committee (UGC) through its research scheme for self-financing higher education institutions. The research is in recycling/reuse/re-production and related technologies in six areas: 1) food-waste; 2) construction and industrial solid wastes; 3) plastic/polymeric wastes and glass bottle wastes; 4) fly-ash and bottom-ash; 5) landfill extension/re-functioning; and 6) waste minimisation. The Centre's Director is Professor Amazon LEE of the Faculty of Science and Technology, and Program Leader of the Bachelor of Engineering (Honours) in Environmental Engineering and Management programme.

The Centre is seeking an original design for its official logo, which should convey the close working relationships that the Centre has with industry to produce technological advancements that promote sustainability. It should be able to convey this to government officials, academics, professionals, industrial partners, and members of the general public.

Eligibility

All THEi students are eligible to participate.

Submission Requirements

- Each participant can submit more than one design.
- The entry must not be, or include, images, photographs, persons, trademarks, distinctive features, wording or other elements that the participant does not have the licence to use, publish, reproduce or print.

Creative Requirements

- The logo design must convey the spirit and mission of the Research Centre for Waste and Resource Management.
- The logo should be versatile enough to be used in horizontal and squared applications on different media, including print materials, digital platforms, displays, and merchandises.
- All submissions must be original and unpublished works. The logo design must not infringe any third party's intellectual property rights or any other rights.

Submission Format

- All entries must be presented on an A4 (210mm x 297mm) document, accompanied with a short statement outlining the design concept (no more than 100 words in English), in PDF format with a 300 dpi-output resolution.
- Both positive (colour) and negative (black and white) versions must be included on the same page.
- Digital file(s) of the logo(s) should also be provided in vector format (.ai or .eps) and jpg (minimum size 1000×1000 px) separately.
- Each individual electronic logo submitted could not be larger than 5 MB in size.
- Entries of scanned or photographed hand-drawn works will not be accepted.

Submission Method

- All entries must be submitted to Hilda Mak via email hildammak@vtc.edu.hk by the deadline, with the subject line "RCWRM Logo Design Competition".
- The applicant's name, student ID, programme of study, contact number and personal email should be clearly stated in the submission email.

Competition Period

- Submissions in the period from 1 September 2016 to 14 October 2016 5:00 p.m. will be accepted. Late submissions will not be considered.
- The submission time will be based on the server's record.
- Results of the competition will be announced on THEi's official website by late October 2016. All the winners will be individually notified by emails and phone calls.

Judging Panel

The 7-member judging panel will comprise THEi senior management and representative(s) from the Research Centre.

Selection Criteria

The judging panel will assess the entries on the following criteria:

- (i) Visual and aesthetic quality;
- (ii) Spirit conveyed;
- (iii) Creativity; and
- (iv) Originality.

Awards

<u>Award</u>	<u>Prize</u>
• Champion	\$5,000 cash cheque
• Finalist × 5	\$1,000 cash cheque each

Rules and Regulations

- The champion's design will be adopted as the Centre's official logo. THEi reserves the right to amend the winning design(s) and/or develop different version(s) of the logo with relation to its colours, size, form, resolution and all other features, with or without the consent of the creator of the winning entry.
- The participants agree to accept that THEi has the right to display or publish selected designs from the Competition for publicity and related activities for promoting THEi and/or the Centre in whatever format, material or platform anywhere, and with no time limit.
- By entering the competition, the participants agree to assign the intellectual property rights of their designs to THEi if their designs are selected as winners of the competition.
- Submitted entries will not be returned and will be properly destroyed one month after all Competition-related activities end.
- The winning design(s) are subject to investigations regarding originality and eligibility for trademark registration. THEi reserves the right to forfeit the prizes offered, and other entries may be selected as the winning designs.
- The decisions of the judging panel are final. In case of any dispute, THEi reserves the final decision.
- Participants who violate the intellectual property protection ordinances of Hong Kong, and/or any intellectual property or copyright protection in any other country(ies) will be disqualified and held solely liable for any constituted or potential act of infringement.
- Once the entry(ies) is/are submitted, the entrant is assumed to have read and understood these rules and regulations, and agreed to abide by them.

Enquiries

For any enquiries regarding the competition, please contact Hilda Mak during official hours on 2176 1509 or hildammak@vtc.edu.hk.