



# LOGO DESIGN COMPETITION

## Background

The “**Centre for Sustainable Design and Environment (CSDE)**” was established in 2017 under the Faculty of Design and Environment (FDE), which is financially supported by the Research Grants Council (RGC). The mission is to enable research and development, knowledge exchange, and education in the areas of sustainable design and environment.

The CSDE’s main scope of work includes: 1) developing applied research on design; 2) developing scientific and community research on urban greening; 3) knowledge transfer and exchange; and 4) training and education. Combining the strength of the research team and state-of-the-art equipment, the CSDE will enhance the capacity and resources to deal with problems in sustainable fashion and product design and issues in urban greening and tree management and sustainable community.

Two research laboratories and one education unit were established under the CSDE, i.e. Sustainable Innovation & Development Lab (SIDL), Sustainable Living & Environment Lab (SLEL) and Design and Environment Education Unit (DEEU). The SIDL will focus on researches in sustainable innovation and product sustainability, and the SLEL on researches in sustainable urban greening, landscape and neighborhood. The DEEU will strengthen formal knowledge exchange and engagement among academic institutes, commercial firms, general public and government officials, which serves as a platform to showcase the prototypes of new designs and research findings.

The CSDE is seeking an original design for its official logo, which should convey the message of producing technological advancements and promote sustainability in Hong Kong.

## Eligibility

All THEi full-time students are eligible to participate



## Submission Requirements

- Each participant can submit only 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 license to use, publish, reproduce or print.

## Creative Requirements

- The logo design must convey the spirit and mission of the CSDE for Sustainable Design and Environment.
- 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- All submissions must be original and unpublished works.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 (color) 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 CSDE via email: [kenneth\\_yeung@vtc.edu.hk](mailto:kenneth_yeung@vtc.edu.hk) by the deadline, with the subject line as "CSDE Logo Design Competition".
- The applicant's name, student ID, programme of study, contact number and student's school email should be clearly stated in the submission email.

## Competition Period

- Submissions in the period from 29 January 2018 to 28 February 2018 5:00



p.m. will be accepted. Late submissions will not be considered.

- The submission time will be based on the computer server's record.
- Results of the competition will be announced by late March 2018. All the winners will be individually notified by email.

### Judging Panel

The 8-member judging panel will comprise THEi senior management and representative(s) from the CSDE Research Centre.

### Selection Criteria

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

- Visual and aesthetic quality;
- Relevance to the central theme of the project;
- Creativity; and
- Originality.

### Awards

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

### Rules and Regulations

- The champion's design will consider to 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 in relation to its colour, 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(s) is/are 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 Kenneth Yeung on 3890 8377 or [kenneth\\_yeung@vtc.edu.hk](mailto:kenneth_yeung@vtc.edu.hk).