

board of architects singapore

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Our Ref: BOA 115.12

31 July 2009

To all Registered Architects

ASEAN ARCHITECT COUNCIL LOGO COMPETITION

The Board of Architects, Singapore ("the Board") invites you to design a logo for the ASEAN Architect Council.

1. About ASEAN Architect Council (AAC)

In October 2007, the Economic Ministers of 10 Member States of ASEAN had signed the MRA which will facilitate the mechanism to mobilize the movement of Architects between countries. The implementation of the MRA requires the setting up of an ASEAN Architect Council (AAC) which will coordinate the practice of ASEAN Architects. The need for an entity to represent AAC is important and hence as the first step towards this is to have an official graphic representation to mark its identity.

2. Design Brief

To design a logo for the ASEAN Architect Council. The design may consist of the following elements and may be modified to suit different purposes (eg. AAC - ASEAN Architect Council or AA ASEAN Architect membership):

- a) The design must incorporate the words "ASEAN Architect" (the wordings can be upper or lower case and must be easy to read).
- b) The design can be text-based, logo or any combination of these and other graphic formats.
- c) The design should be usable in monochrome and color media, limited to 2 or 3 colors.
- d) Incorporation of official ASEAN logo in the design is not compulsory.
- e) The logo must not exploit or offend anyone's race, religion, morality, culture, nor be salacious.

Find out more from the Board's website at <http://www.boa.gov.sg>

3. Purpose

The logo should reflect the AAC position as an Architectural organization representing the interests of all ASEAN member states having diversity of cultural background but with common objectives and spirit of the ASEAN community.

4. Rules and Regulations

- a) Eligibility
This competition is open to all individuals.
- b) Logo Specifications
You should provide: -
 - i) a short description in not more than 100 words of your design to explain the rationale behind your logo(s), e.g. what the colour/symbol represents.
 - ii) The design must be adaptable onto any form / surface of publicity materials including souvenir items.Other than the above two requirements, the specifications are kept Open to let your creativity flow!
- c) Format of Entries
 - i) Each entry must be accompanied by a completed entry form. You may submit as many as 3 designs.
 - ii) The logo should be vector graphics prepared in a high resolution (300 dpi) with gif or jpeg, PNG file formats submitted on CD together with a printed A4 hard copy.
 - iii) All entries should be submitted by post

5. Submission Deadline

- All entries must be received by the Registrar, BOA by **Tuesday, 15 September 2009**.
- Late entries will not be entertained.
- The Board will not be responsible for any entries lost, delayed or damaged in the mail or post.

Please refer to the attach file for more details. (See attached file: ASEAN Architect Council Logo Competition.doc)

6. Enquiries

You may send all queries or any questions relating to the rules to the Registrar at boarch@singnet.com.sg.

7. Entry Form

The completed registration form must be attached to your entry.

Thank you.

Yours faithfully



NG LYE HOCK, LARRY
REGISTRAR

ASEAN Architect Council Logo Competition

Introduction

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Design Brief:

To design a logo for the ASEAN Architect Council. The design may consist of the following elements and may be modified to suit different purposes (eg. AAC – ASEAN Architect Council or AA ASEAN Architect membership):

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Purpose:

The logo should reflect the AAC position as an Architectural organization representing the interests of all ASEAN member states having diversity of cultural background but with common objectives and spirit of the ASEAN community.

For use on:

Letterheads, websites, banners, publications, newsletters and other promotional products such as caps, T-shirts, mugs, buttons etc.

Font type:

No preference.

Size:

The logo should be prepared in a 150 mm by 150 mm size format printed on an A4 size paper. The design when in use in various forms, must be adjustable from very small to large.

Submission Format:

- The logo should be vector graphics prepared in a high resolution (300dpi) with *gif* or *jpeg*, *PNG* file formats submitted on CD together with a printed A4 hard copy.
- Design concept / brief description
- Submitters full name, email address

- Each entry must register by using a separate **Entry Form** which can be downloaded from BOA's website: www.boa.gov.sg

Conditions of Entry:

- Entry is open to **public**. Architects and Architectural students are encouraged to participate. Participation can only take place in a personal capacity.
- Each participant can only submit a maximum of **three (3)** designs.
- The designer also certifies that the logo does not infringe upon rights of any third party and that it does not violate any copyright.
- AAC reserves the right to modify the winning entry to comply with requirements for use and display.
- By submitting the logo for entry in the competition, the designer acknowledges that he/she is the person that design the logo and its rightful owner.
- The copyright or design right of the work sent in for the competition is owned by **ASEAN Architect Council** and the winning designer will disclaim any trademarks and without limitations to all other rights related to the design.

Note:

All submitted works will not be returned to the designers.

All entries will be judged by a panel selected by the ASEAN Architect Monitoring Committee of Singapore in which 5 designs will be shortlisted for final selection by the jury of ASEAN Architect Council.

The Panel's decision shall be final.

Prize: The winner will receive USD\$1,000.

Submission Deadline:

15 September 2009

Submission of Entries:

Entries can be submitted via post to the designated address. No responsibility will be accepted for entries that are lost, delayed or damaged.

Please send your submission to:

Board of Architects, Singapore
5 Maxwell Road, MND Complex,
#01-03 Tower Block
Singapore 069110

Email:

boarch@singnet.com.sg



board of architects Singapore

ASEAN Architect Council Logo Competition

Entry Form

Entry No. _____

1 **Name** _____
as in NRIC / Passport; underline surname

2 **Nationality & Identification No** *tick one option only*

NRIC No. S _____ - _____
Singapore / Permanent Resident IC No

Others _____
Please specify Nationality and International Passport No

3 **BOA Registration No.** _____
If applicable

4 **Address** _____
_____ *Postal code* _____

5 **Email Address** _____

6 **Telephone** *home* _____ *mobile* _____

7 **Rationale for the design** *Please attach a separate sheet if required*

8 **Declaration:**

I have read and agreed to all the conditions stipulated in **the Conditions of Entry** for this logo design competition, and hereby declare that I am the rightful owner of the design submitted and certify that the logo does not infringe upon the rights of any third party and it does not violate any copyright.

Signature

Date

9 The completed entry form must be attached to your entry and submitted by **15 September 2009** to:

Board of Architects, Singapore
5 Maxwell Road, MND Complex, #01-03 Tower Block
Singapore 069110
Email: boarch@singnet.com.sg
Internet website: www.boa.gov.sg

Note: **1 entry form** for **1 design**, a maximum of 3 designs can be submitted by each participant. This entry form must be pasted at the back of each logo design submitted.