

Call for submissions: Logo competition

In 2022, Laos and Australia will celebrate 70 years of diplomatic relations.

This anniversary year is an opportunity for us to look back at our many achievements – and we have much to celebrate! We are also excited to look to the future.

Some of the many areas we want to celebrate include:

Education

Development cooperation

Resource management

Human capacity development

Business links

Social Inclusion

As part of our celebrations, the Australian Embassy in Laos is opening a **logo design competition**. We want to see your creative interpretations of the special relationship between our two countries. The winning logo will be featured in various materials and at high-profile events throughout the 70th anniversary.

We invite all entries and will judge against the following criteria:

- **Originality** : Does the design reflect distinctiveness and creativity? Is the design visually appealing and commands attention?
- **Relevance** : Does the design reflect and contribute to the context of building the Laos-Australia friendship? Does the design tell a compelling story about Lao-Australian relations? Is the logo fit for purpose to promote the 70th anniversary of diplomatic relations?
- **Respect** : Does the design present no harm or disrespect to any Lao or Australian political, social, ethical or cultural values?
- **Adaptability**: Can the design be reproduced in different formats and accommodate various applications? Do the visuals used reflect elements of our relationship?
- **Aesthetics** : Is the design well put together to demonstrate balanced visual and colour coordination?
- **Explainer** : Each logo submission must be accompanied by an explanation of the design (max 70 words). You may wish to use the following questions as guidance: What does the logo mean to you? What inspired your design? How does your logo represent the Laos-Australia relationship? How does your logo promote awareness of our 70th anniversary of diplomatic relations?

The winner will be selected by a panel for the chance to win an iPhone 11

The competition will close at 17:00 on 8 October 2021 (Lao time). Late submissions will not be considered.

All entries must be submitted to: australianembassyvientiane@gmail.com

Image parameters

- Entries must be submitted by email as jpeg files, along with the corresponding Entry Form.
- For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (ai) or (eps).
- Colour must be CMYK and RGB.

- The logo design can be square, rectangle or circular, if it conforms with other guidelines and clearly conveys the message.
- It should be visually appealing as both small and large-scale reproductions.

Eligibility

- The contest is open to all members of the public (those under the age of 18 must have parental consent).
- Staff or officers of the Australian Embassy or their immediate family members are not eligible.
- This is an equal opportunity competition. All qualified submissions will receive consideration without regard to sex, ethnicity, religion, gender identity, sexual orientation, disability or age.

Intellectual Property

- Contestant affirms 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.
- The submissions of the first-place winner of the contest become the sole property of the Australian Embassy in Laos and may be used for any purposes, including, but not limited to, display on websites, email signature, letterhead, posters, and other materials.
- Except where prohibited by law, an submission entered 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.
- The Australian Embassy in Laos 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.
- To the extent that the Australian *Copyright Act 1968* (Cth) applies to any artwork selected as the winner of the contest, the contestant who submitted that artwork consents to the Embassy's reasonable use of the artwork, even where such use may otherwise be inconsistent with the provisions of Part IX of the *Copyright Act 1968* (Cth).

Disclaimer

- There is no fee to enter this competition
- The Australian Embassy in Laos 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.
- The Australian Embassy in Laos is not liable, for the purpose of winner and prize notification and delivery, in the event the competition winner has provided incorrect, outdated, or otherwise invalid contact information.
- The Australian Embassy in Laos reserves the right to cancel or modify the competition and award the prize by alternate means, including after the submission window has closed.
- If the winner is determined to have violated any rules, they will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.
- The Australian Embassy in Laos reserves the right not to select a winning logo from this competition.

For further information please contact: australianembassyvientiane@gmail.com