

## **TERMS OF REFERENCE**

### **ASEAN CENTRE FOR ACTIVE AGEING AND INNOVATION LOGO DESIGN CONTEST**

#### **I. General Provisions:**

1. Participation in the contest is on a voluntary basis, without coercion, and subject to competition rules and regulations.
2. Announcement of the ASEAN Centre for Active Ageing and Innovation (ACAI) Logo Design Contest will be published on the websites of ASEAN, the Health Ministries of ASEAN Member States, and ACAI at [www.asean-acai.org](http://www.asean-acai.org).
3. Members from the ACAI Governing Board and ACAI Secretariat are not eligible to join the contest.
4. Both content and its intellectual properties of all winning entries shall become the property of ACAI.

#### **II. Objectives:**

1. To foster collaboration and cooperation among ASEAN countries to drive the operationalisation of ACAI.
2. To promote ACAI as a newly established ASEAN Centre through raising awareness of ageing society in the ASEAN region.

#### **III. Eligibilities of Participants:**

1. Contest is open to all citizens/nationals of ASEAN Member States.
2. Contestants must be over 18 years old.
3. A single or pair of contestant(s)

#### **IV. Theme and Criteria:**

1. The logo consists of the symbolic image and the words ACAI.
2. The logo must communicate the overall concept as follows:
  - The logo must have a modern design, reflecting active, ageing and innovation.
  - The design may use up to five colours (preferably colours of the ASEAN flags).
  - The design should be in high resolution colour.
  - The design must be accompanied by a written description of its meaning and features (of no more than 200 words) of, explaining its graphic identity along with other relevant information.
  - The logo must be clear and distinctively identifiable for effective application on all ACAI's website, instruments, printed materials and other relevant media.
  - The design should not have imprint or watermark.
3. If the logo is designed in a computer program, save it as a .jpg and/or .png and/or AI file in RGB colour mode, at least 300 ppi resolution, or if hand drawn on A4 size paper, scan the image and save it as a .jpg and/or .png and/or AI file.

## **V. Submission:**

1. A single or pair of contestant(s) may submit up to two (2) logo designs.
2. Participants must submit their work as a **.jpg and/or .png and/or AI file only** by emailing to [secretariat@asean-acai.org](mailto:secretariat@asean-acai.org), along with their full name and contact telephone number(s). If participants wish to submit more than one (1) design, they will need to submit them separately.
3. Submission is open between **21 April - 21 June 2022 (GMT+7)**
4. Submissions must not infringe on the intellectual property of others.
5. Incomplete submission in any respect or not meeting the terms and conditions of the competition will be rejected without assigning any reason thereof.

## **VI. Selection Process**

1. The Selection Committee is comprised of all ACAI Governing Board members and the Executive Director of ACAI. The Selection Committee may invite experts in the field of design to provide suggestion on the selection of the submitted logo designs.
2. The selection of the logo designs will be conducted for two (2) rounds: the first round by the Selection Committee and the second round by public voting.
3. In the first round, the Selection Committee will assess, and score all submitted designs by **30 June 2022**. Five (5) designs with the highest scores will proceed to the second round. The Selection Committee's decision when finalised is final, absolute, and inviolable.
4. In the second round, these five designs will be open for public voting on ACAI's website, advertised on the websites of ASEAN, the Health Ministries of ASEAN Member States, and ACAI, **between 1 - 28 July 2022**.
5. The first three highest scores from the public voting will be announced as winner/honourable mentions, if there is no contention during the rebuttal period, on **29 July 2022** on ACAI's website.

## **VII. Judging Criteria**

1. Creativity
2. Interpretation
3. Stylishness of logo based on design principles
4. Suitability for use

## **VIII. Prizes**

- Winner: 1,000 US Dollars and a Certificate of Recognition
- Honourable Mention: 2 prizes of 400 US Dollars and a Certificate of Recognition

## **IX. Complaints and troubleshoot**

- The Selection Committee will only address copyrights- and property-of-ideas- related complaints of submitted designs.
- Any individuals/institutions have the right to report winners during the rebuttal period on

- matters relating to copyright disputes and other serious violations to the Selection Committee.
- The complainant should sign the report with clear contact address, attach a copy of proof of identification (e.g. passport, national identity card, etc.), and send the documents to ACAI Secretariats email at [secretariat@asean-acai.org](mailto:secretariat@asean-acai.org). The Report must be submitted no later than 2 weeks after the announcement of the winners.
- If the winner is proven to violate the rules of competition, the Selection Committee has the right to withdraw the prize and inform all ACAI Governing Board members and selects another winner from the list of assessment.
- The responsibility to comply with the guidelines and other conditions fully lies with the participant/participants and ACAI shall not be liable for any dispute raised by a third party.

## **X. Intellectual Property Rights**

- All participants must comply with relevant laws and regulation, including on law of intellectual property rights applicable in ASEAN Member States and international conventions.
- Participant's related information submitted to ACAI will be used for communication purposes in the spirit of information-sharing and non-profit.
- Winners acknowledge and agree that all copyright and other rights of the designs shall be solely and exclusively owned by ASEAN.
- All participants agree to assign absolutely to ASEAN without charge all intellectual property rights, including but not limited to, the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non-commercial purpose) the submitted designs.
- Participant/s represent and warrant that his/their entry is his/their own original work/creation and do not infringe the intellectual property rights of any third party.

## **XI. Funding**

- Support from Thailand's national budget as the host country of ACAI.
- Support from individual sponsors and organisations among the ASEAN community and other resources.

## **XII. Implementation**

- This Terms of Reference will be effective immediately from the date of announcement.
- Any changes can only take effect once it is accompanied with a written approval from the ACAI Governing Board and announced on ACAI's website.
- All participants, the Selection Committee and all individual involved in organising the competition are responsible for following and complying with the established rules as outline in the Terms of Reference.

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ACAI Endorsed on 18 February 2022  
SOMHD concurred on 28 March 2022