

HONG KONG BAPTIST UNIVERSITY
Department of Geography

LOGO DESIGN
COMPETITION

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Logo Design Competition

Introduction

The **Department of Geography of Hong Kong Baptist University** (hereinafter referred to as “the Department”) is one of seven academic departments that constitute the Faculty of Social Sciences. The Department can be traced back to the then History and Geography Department established in 1960. In 1978, Geography became a separate department housed under the Faculty of Social Sciences and this year marks the 39th Anniversary of the Department as an independent entity.

Over the past decades, the Department has achieved academic excellence in both teaching and learning. It has earned an international reputation in urban studies especially in China urban studies and increasingly received international recognition for environment & energy studies and innovative research. Since visual stimulation can help people remember an organization, a quality logo which is attractive, attention-getting and memorable, can definitely build up and further promote the professional image of the Department in the academic field. Hence, we would like to organize a Logo Design Competition and invite interested participants to provide a creative design for our logo which can symbolize the features of the Department.

Objectives

The Logo Design Competition (hereinafter referred to as “the Competition”) aims to search for a distinctive, unique, artistic but professional-looking logo which can portray the features and goals of the Department. The selected logo will be used extensively in printed/online publication or promotion of the Department in any other media in the long run.

Eligibility

The Competition is open to everyone including HKBU students, staff, alumni and the general public. However, members of the judging panel are not eligible to join the Competition. The Department has the final decision on the eligibility of the participants.

Time Frame for the competition

- (1) Competition period: 1 January 2017 to 31 March 2017
- (2) Promotion channels: An announcement will be made on the website of the Department.

A mass email will be sent to current students and alumni. Posters will be displayed on the notice board along the corridor near the General Office of the Department.

(3) Submission deadline: 5:00 pm, 31 March 2017 (Friday)

(4) Results announcement: by the end of April 2017

The results will be announced on the website of the Department. Winners will also be notified by email individually.

Prizes

An expected cost of HK\$5,000 will be spent on the Competition. Three selected entrants will be awarded a cash prize of HK\$1,000 and a certificate. An additional cash prize of HK\$2,000 and a certificate will be awarded to the entrant, if his/her submission is adopted. The Department shall not be obliged to accept or approve any entry, should they consider that none of the entries submitted is appropriate.

Entry Submission

(1) Submission requirements

There is no specific theme set for the Competition but the composition elements of the logo may include features of the Department or may make people correlate it to the values or image of the Department. To be more specific, its academic excellence and innovative research. As mentioned above, Geography Department has earned an international reputation in urban studies especially in China urban studies and increasingly received international recognition for environment & energy studies and innovative research.

The entry must not be or include images, photographs, persons, trademarks, distinctive features, wording or other elements, for which the participant does not have the licence to use, publish, reproduce or print.

Each entry must include a brief description (no more than 300 words, either in Chinese or English), illustrating the design concept/idea. Each entry can be submitted on an individual basis or in a group. Each participant may submit more than one entry, but each person/group can get only one prize at most.

(2) Submission formats

Entry in AI file is preferred while those in JPEG, PNG, PDF formats with 300 dpi output resolution are also accepted. Either colour or black/white versions can be submitted but the file size should not exceed 10MB. Entries of scanned or photographed hand-drawn

works will not be accepted. Hard-copy prints and editable digital files of the shortlisted entries will be requested at a later date.

(3) Submission method

Entrants can submit their work together with an entry form via email to graceli@hkbu.edu.hk. The subject of the email should be marked with “Logo Design Competition”.

Judging Panel and Selection Criteria

The Head of the Department and 3-5 faculty members would be invited to be members of the Judging Panel which serves to select the best design according to the pre-set criteria as indicated below. The shortlisted logos will also be circulated to all academic staff for their comments before passing them to the Judging Panel. The Department would make sure that there are no conflict of interests when selecting members of the Judging Panel.

All entries will be assessed by the Judging Panel based on the following criteria:

-  Originality
-  Aesthetic quality
-  Creativity
-  Practicability

Notes on Personal Data Collection

Personal Information Collection Statement

Persons who supply personal data to the Department of Geography are requested to note the following:

Personal data provided in the entry form will be used ONLY for the following purposes:

-  Registration of entries and verification of the eligibility of the entrants;
-  Correspondence with the entrants;
-  Announcement of the results of the Logo Design Competition and award of the prizes relating to the competition; and
-  Other purposes related to the competition.

Notes on Intellectual Property Rights for entrants

- (1) All participants who submit entries to the competition, agree to assign the intellectual property rights to the Department.

- (2) By the act of entering the submission, each eligible participant is assigning a perpetual, royalty free, unlimited, unconditional use and reproduction rights of his/her submission(s) to the Department.
- (3) All submissions must be original and free from infringement of any existing intellectual property rights.
- (4) The participants shall bear full legal and related responsibilities arising from any possible breach of intellectual property rights in respect of their entries, and shall indemnify the Department and other concerned parties against any claims and liabilities arising from any such breach in the competition.
- (5) If a participant is found to have disposed of to a third party, such as by assignment, transfer or provision as security, or is making application or registration procedures, etc., for all or any part of the intellectual property rights or any other rights concerning the submitted entry after the submission, the submission will be made invalid.
- (6) The winning designs are subject to investigations regarding originality and eligibility for trademark registration. If they do not comply with the requirement, the Department has the discretion to forfeit the prizes involved without any liability to the selected participants or any other persons, and other entries may be selected as the winning designs.
- (7) The Department shall not be obliged to accept or approve any entry, should they consider that none of the entries submitted is appropriate.
- (8) When the logo is adopted, the Department reserves the right to modify the winning logo professionally and/or develop different versions 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.
- (9) By joining the competition, the participants agree to accept that the Department has the right to display or publish selected designs from the competition for the following purposes: (i) printed publication; (ii) online publication; and (iii) promotion of the Department in any other media.

Enquiry

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