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New Zealand – Malaysia 60th Anniversary of Diplomatic Relations Logo Competition Guidelines

Overview

The New Zealand High Commission in Kuala Lumpur is launching a logo design competition to celebrate 60 years of diplomatic relations between New Zealand and Malaysia. The winner will receive a grand prize of two return airfares to New Zealand.

The winning logo should convey the theme “New Zealand – Malaysia: Discovering the New,” and feature innovative, modern design styles with distinct shapes and colours. It should also incorporate New Zealand and Malaysia in some way and include the number 60.

New Zealand High Commissioner Dr John Subritzky, renowned Malaysian fashion designer Prof. Jimmy Choo, OBE and his protégé, accessories designer Ms Illiza Ho, will be selecting the winning design. It will be used as the official logo of the 60th anniversary for all activities and materials organised by the New Zealand High Commission Kuala Lumpur and the New Zealand Ministry of Foreign Affairs and Trade.

Contestants can submit up to five logos, which should be formatted as a jpeg file **and** a AI (.ai) or Corel Draw (.eps) file and be 3MB to 5MB in size. Logo designs should be sent to nzmy60@mfat.govt.nz by 5pm on 30th November 2016.

The winner will be announced in January 2017. A specially produced copy of the winning design will be signed by Prof. Jimmy Choo. This will be presented to the winner, together with the grand prize, by HE Dr John Subritzky and Prof Jimmy Choo (details subject to scheduling).

Submission

1. Logo designs should be formatted to a jpeg file **and** a AI (.ai) or Corel Draw (.eps) file at least 3MB but not larger than 5MB.

2. Designs should be emailed to nzmy60@mfat.govt.nz by 5pm on 30th November 2016.
3. The entry email **must** include:
 - the designer's full name;
 - the designer's preferred contact phone number and email address;
 - a brief description of the design;
 - the name of the education institution attended by the designer (if applicable);
 - a note about how the designer found out about this competition
4. Late entries will not be considered.
5. By submitting an entry, contestants are acknowledging that they have read the below Terms and Conditions.

Selection Process

All eligible design submissions will be considered and shortlisted by the New Zealand High Commission.

Approximately twelve shortlisted entries will be judged by a panel including the New Zealand High Commissioner to Malaysia HE Dr John Subritzky and special guest judges Prof. Jimmy Choo, OBE and Ms Illiza Ho. The panel will select the winning logo on the basis of originality, graphic quality and promotional potential (for more information refer to the below design brief). The panel will contact the winner and shortlisted candidates in approximately January 2017.

Award

The winner will receive two return trip airfares from Kuala Lumpur, Malaysia to Auckland, New Zealand. Airplane tickets are inclusive of taxes and surcharges.

The top eight shortlisted candidates and the winner of the popular vote on Facebook will receive special recognition, including shopping vouchers worth up to RM450.

Schedule

Submission period:

Wednesday 12th October 2016 to Wednesday 30th November 2016 (by 5pm)

Shortlisted logos:

Twelve logos will be shortlisted by the New Zealand High Commission and will feature on our Facebook page in December 2016. The public will be asked to vote for their favourite design(s). The eight logos with the most (cumulative) 'likes', 'comments' and 'shares' will proceed to the next round of judging – the winning logo will be selected by HE Dr John Subritzky, Prof. Jimmy Choo, OBE and Ms Illiza Ho. The

High Commission will communicate directly, and only, with these twelve shortlisted candidates.

Prizewinner to be notified:
January 2017

Details on how the prize will be delivered will be confirmed with the winner closer to date.

Design Brief

- The objective of the competition is to find a design that can be used as the official logo for the New Zealand-Malaysia 60th anniversary of diplomatic relations, which takes place over the year 2017.
- The theme is “New Zealand – Malaysia: Discovering the New”. The winning logo must incorporate New Zealand and Malaysia in some way and must be clearly identifiable as a logo for activities to celebrate 60 years of friendship. It should include the number “60” in the design.
- Any additional elements which might be incorporated in the design should reflect or draw inspiration from the future of the relationship between New Zealand and Malaysia.
- The design should be **innovative and modern**, with clear shapes and colour.
- The design must be appropriate for a broad target audience including government, business people, students and the general public.
- The graphic designer’s identity must not appear on the logo itself.

Resources

For visual resources and inspiration on, and about, New Zealand, please visit www.nzstory.govt.nz.

For visual resources and inspiration on, and about, Malaysia, please visit <http://www.malaysia.travel/en/my>.

Terms and Conditions

1. The competition is open to Malaysians. Participation is on an individual basis (group submissions will not be considered).
2. The shortlisting panel will only select one logo per contestant; however, contestants are free to submit up to five logos.

3. Logo design for this competition cannot give rise to any claim for financial compensation.
4. Any person submitting a logo proposal for this competition certifies that he / she is the designer. Furthermore, he/she certifies that the said logo does not infringe on the rights of any third party and is not in violation of any copyright. The logo must never have received any previous awards.

Note: The New Zealand Inc. "silver fern" image is a protected trademark (see the top left corner at www.nzstory.govt.nz). The use of this as part of a design could involve a breach of copyright unless it is sufficiently different from the original.

5. The winner must relinquish all intellectual property rights and ownership of the winning entry to the New Zealand High Commission in Kuala Lumpur.
6. The winner will be required to submit a print ready version of their logo design (e.g. 300dpi file) with a signature attesting to the originality of their artwork.
7. The winner will be informed directly by the New Zealand High Commission in Kuala Lumpur by telephone or email. Details on how the prize will be awarded will be advised closer to date. The High Commission will directly, and only, communicate with shortlisted candidates.
8. The name and photo of the winner, as well as the designers of the nine other shortlisted logos, may be used by the New Zealand Commission for promotional purposes relating to the competition.
9. The prize must be redeemed before 20th December 2017. The prizewinner must provide eight weeks' notice to the New Zealand High Commission in Kuala Lumpur of their intent to redeem the prize.
10. The selection panel's decision on any matter with respect to the competition is final.
11. If the panel considers that there have not been sufficient submissions or that none is acceptable, the contest shall be cancelled. No protest/or claim by competitors shall be possible.
12. The New Zealand High Commission in Kuala Lumpur reserves the right to amend the terms of the competition at any time.