

LOGO DESIGN COMPETITION FOR THE NEW OFFICIAL LOGO OF THE UNIVERSITY ATHLETIC ASSOCIATION OF THE PHILIPPINES (UAAP)

GENERAL INFORMATION

The organization invites creative individuals, designers, artists, and innovators to participate in the Logo Design Competition of the University Athletic Association of the Philippines (UAAP).

The new logo design revolves around the organization's brand positioning statement. The design will signify its vision, mission, and identity as the new official logo of the UAAP.

The logo design will epitomize the student-athletes as Filipinos and will also reflect the contemporary identity of the Philippine sports culture. It will also reflect the history of the organization, and the brand it represents.

UAAP BRAND POSITIONING STATEMENT

To the young and aspiring student-athletes who wish to develop their fullest potential, the University Athletic Association of the Philippines (UAAP) is the premier interscholastic athletics league of the country that develops and nurtures athletes in support of the national sports program. Because the University Athletic Association of the Philippines (UAAP) is composed of the nation's leading universities that are dedicated to the promotion and development of educational leadership, cultural diversity, gender equity, character development, physical fitness, athletic excellence, and participation. UAAP student-athletes epitomize the values of respect, fairness, civility, honesty, and responsibility.

OBJECTIVES

1. To design a new logo for UAAP to be used as the official logo representing the organization's brand for various purposes such as online, print, merchandise, and other visual collaterals.
2. To design a new logo for UAAP with the following design principles: simple, memorable, timeless, versatile, and appropriate.

MECHANICS OF THE COMPETITION

Participants

- Open to all legal residents (UAAP and Non-UAAP) including foreigners, but subject to legal limitations
- 18 years old and above
- For UAAP student-participant, submit proof of enrollment

Prizes

The Grand Winner will receive a cash prize of **One Hundred Thousand Pesos (Php100,000.00)**, trophy, and certificate.

*Special Prize: Best student-entry from one of the UAAP member schools

Twenty Thousand Pesos (Php20,000.00)

	OPEN	SPECIAL PRIZE (Best Student-Entry from one of the UAAP member schools)
GRAND WINNER	<ul style="list-style-type: none">· Php100,000.00· Trophy· Certificate	<ul style="list-style-type: none">· Php20,000.00
2ND PLACE	<ul style="list-style-type: none">· Php30,000.00· Certificate	
3RD PLACE	<ul style="list-style-type: none">· Php10,000.00· Certificate	
4TH – 10TH finalist	<ul style="list-style-type: none">· Gift Check Certificate from sponsors	<ul style="list-style-type: none">· Nine (9) finalists · Certificate

***Taxes will be borne by the winners**

Submission of entries will start on SEPTEMBER 1, 2021 UNTIL SEPTEMBER 30, 2021

Entry acceptance: Monday – Friday (10:00 AM to 4:00 PM - Philippine time only)

DEADLINE OF SUBMISSION OF ENTRIES: September 30, 2021 at 4:00PM

TECHNICAL REQUIREMENTS

All entries must be submitted in digitized form/format

- Soft copy should be in Adobe Photoshop (.psd) or Adobe Illustrator (.ai) format
- A JPEG (.jpeg) file should also be included for every design
- Resolution for the soft copy should be saved at 300 to 400 ppi (pixel per inch)
- File should look clean (not pixelated or bit-mapped) when viewed on-screen at 100%
- Image mode in CMYK (Cyan, Magenta, Yellow, Key/Black)
- The design is in ANY DIMENSION with 0.125-inch bleed on each side
- Entries should not be submitted in compressed or self-extracting formats
- The design should not be imprinted or watermarked
- The filename should consist of Last Name, First Name, and File Type
Example: Santos, Tomas.psd
Santos, Tomas.jpg
- All design entries must be in digital format and be officially submitted to the UAAP Team/Secretariat via logo.contest@uaap.ph
- Proposed logo design should include the name of UAAP
- Participant represents and warrants that the submitted design is his/her ORIGINAL work
- Attach a brief description of the logo design (Logo Design Brief) and the format requirements are the following: should not be less than 100 and should not exceed 200 words, Arial, 12 points, 1.5 spacing and justified
- Entries submitted through any other mode/medium would not be considered in the judging

The selected 30 participants for preliminary judging will be requested to submit the following:

A hard copy (printout, 8 ½" x 13 ½") of the logo design

A hard copy of the brief description

All the hard copies should be placed in a sealed long brown envelope with the following information: (written in front of the brown envelope)

- Artist's Name (Last Name, First Name and Middle Name)
- Entry Number
- Complete Address (with Zip Code)
- Contact Information (active mobile and/or landline with Country Code)
- Email Address (active)

Mail the sealed brown envelope to:

UAAP Secretariat
UAAP Office
Penthouse Earnshaw Residences
Earnshaw St., Sampaloc, Manila

Attention: Ms. Maria Gaylee Villar or Ms. Lady Dawn

The sealed envelope is expected to be received on or before **Monday, 13 December 2021 at 4:00pm.**

Applications

The logo design should be usable on the website, social media platforms such as Twitter/Facebook, IG, and other social networking sites, and on printed materials such as black and white press releases, full-color press releases, stationery and signage, labels, and other merchandising materials.

Liability

The artist/designer will be held liable or accountable for any issues that may arise with regard to the ORIGINALITY and AUTHENTICITY of the design subject to the Terms and Conditions as set forth below.

Submission

Each participant must submit **only ONE ENTRY**. The competition is **FREE**.

Submission of entries will start on SEPTEMBER 1, 2021 UNTIL SEPTEMBER 30, 2021

Entry acceptance: Monday – Friday (10:00 AM to 4:00 PM - Philippine time only)

DEADLINE OF SUBMISSION OF ENTRIES: September 30, 2021 at 4:00PM

Upon registration, the participant will receive his/her entry number. He/she shall attach a soft JPEG format of his/her entry following the technical requirements as stated. *(Manual emailing of acknowledgement, if entries are incomplete).*

Participants must complete all the specified requirements as stated and must comply/undertake to comply (where applicable) with all the terms and conditions of the competition before submission of entry. **Re-submission of entry is not allowed.**

Each entry should be accompanied by a brief explanation of the design (Logo Design Brief) and how best it encapsulates its essence.

Criteria for Judging (Preliminary and Final Judging)

- 40% Aesthetic quality
(the entry should command attention, display visual balance, and color coordination)
- 30% Originality
(the entry should be creative, innovative, and original work of the participant)
- 30% Relevance/Functionality
(the entry should be relevant to the Institution/Organization usability, longevity and sustainability of the logo in different collaterals and merchandising)

Total 100%

STAGES OF JUDGING

1. Pre-Screening

The marketing head of the UAAP member schools will determine the top thirty (30) entries regardless of the number of entries for the preliminary judging.

All participants will receive a thank you letter.

2. Preliminary Judging

The Board of Judges is composed of respected industry practitioners from top brands, advertising agencies, marketing, and president of the council of marketing educators.

From the top thirty (30) pre-screened entries, the Board of Judges will choose the top fifteen (15) entries to qualify for the final judging.

The scores for the thirty (30) entries based on the criteria will start on zero (0).

3. Final Judging

Another round of judging of the top fifteen (15) entries from the Preliminary Judging result. The scores for the top fifteen (15) entries based on the criteria will be back to 0. Only the top ten (10) entries are considered finalists.

The **top three (3) entries** will be the winners from the top ten finalists.

Deliberation on the entry with the highest/final score before the announcement of the grand winner (the best entry) will be done if necessary or if there is a disagreement among the Board of Judges on the result of the First Placer.

Top Three (3) Entries

Ranking based on the total final scores in the final judging

1. **Grand Winner**
First in rank and with the highest total final scores of the Board of Judges and deliberation
2. **2nd Place**
Second in rank based on the total final scores of the Board of Judges and deliberation
3. **3rd Place**
Third in rank based on the total final scores of the Board of Judges and deliberation

Announcement of Winners: December 3, 2021 (Friday)

The decision of the Board of Judges is **FINAL**.

The winners will be informed through telephone call from UAAP Secretariat and email/letter from the UAAP Executive Director

Awarding Ceremony

Awarding of prizes to the winners shall be on **December 15, 2021 (Wednesday)**

Grand Winner (Best Entry) will receive **One Hundred Thousand Pesos (PhP100,000.00)** cash prize, trophy, and certificate.

TERMS AND CONDITIONS

On the Submitted Entry

- a. The design must be original and should not violate any provision of the Copyright Act or the Intellectual Property Rights of any third party.

In case of any copyright issues, the participant will be responsible to settle any legal proceedings arising out of it at his/her end. UAAP will not be responsible.

Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the competition.

Participant further represents and warrants that he/she has the absolute legal right over his/her entry and does not violate any existing contract or Agreement to which he/she is a party or for which it may be bound and does not infringe on any pending or existing intellectual property rights under which a third party may claim damages from the UAAP.

- b. The design should not have been previously published in any print and digital media.
- c. The design must not contain any provocative, objectionable or inappropriate content.
- d. All entries are governed by the provisions of emblems and names (prevention of improper use). Any violation will result in disqualification.
- e. The participant should make sure that his/her profile is accurate and updated for further communication that includes details such as full name, latest photo, country declaration, complete postal address, email address, and contact information, etc.

Entries with incomplete profiles would not be considered.

- f. The responsibility to comply with the submission of entries, competition technical requirements and selection process or judging process fully lies with the participants, and UAAP shall not be answerable to any dispute raised by a third party.

UAAP takes no responsibility for corrupted or late entries.

- g. All submitted and qualified entries will be the property of UAAP, and may use entries as and when required.
- h. There will be no notification to all participants who are not qualified for the prescreening to final judging, but will receive a Thank You email.

On the Winning Entries

- a. The winning design would be the intellectual property of the UAAP and the winner shall not exercise any right over it.

The Grand Winner will not exercise any right over his/her design and shall not use it in any way.

Winner shall NOT cause or attempt to create, assert, register, or use said design, whether now or at any time in the future, whether by itself or as part of any other trademark, trade name, domain name, or other material.

The Grand Winner shall be required to provide the original open-source file of the design, which shall be the property of UAAP.

- b. The **decision of the Board of Judges is FINAL.**
- c. As absolute owner, UAAP will have unfettered right to modify the grand prize-winning design, enter or add/delete any info/design feature in any form to it.
- d. The UAAP reserves the right to further refine or make improvements and alterations to the final artwork of the winning entry.
- e. The design should be usable on mobile apps, social media such as Twitter, Facebook, Instagram, and on magazines, standees, brochures, leaflets, pamphlets, souvenirs, and other publicity and marketing materials of UAAP.
- f. The top ten (10) finalists with the top three (3) winners will be declared through email or by way of announcing his/her name on the UAAP official page.
- g. The cash prize to the winners will be made through electronic mode for which the necessary bank details will be taken after the final declaration of winners of the competition.
- h. The result of the competition will be posted on the UAAP website.
- i. Once the grand prize winner is declared, he/she will need to revert through email by **Tuesday, 14 December 2021, 4:00pm** or else the 2nd Place winner will be chosen.
- j. The winning entry may or may not be used by UAAP as their official logo for promotional and display purposes, information, education and communication materials and also for any other use as may be deemed appropriate.

On the Eligibility, Agreement, and Acknowledgment of Participants

The following persons are not eligible to participate in the Competition:

- (1) Employees, Managing Director, Trustee of the UAAP and their immediate family members (spouse, children, parents, siblings (and their spouses); and/or
- (2) representatives, employees, and /or agents of advertising, and/or promotion service providers, consultants, or anyone including the affiliated and related companies, currently engaged by the UAAP, and their immediate family members (spouse, children, parents, siblings and their spouses), and the UAAP Logo Design Competition working team and their immediate family members (spouse, children, parents, siblings (and their spouses)).

By participating in the Competition, all participants agree and acknowledge that all intellectual property rights thereto shall belong to the UAAP and each participant consents to the collection, use, processing and/or disclosure by the UAAP any and all of the participant's personal information including without limitation the participant's name, photograph or image for purposes of the Competition, including advertising, publicity, marketing and promotional activities conducted in such manner as the UAAP sees fit, in any media and without additional compensation, notification or permission, and any other activities that are ancillary to the Competition. Participants shall not be entitled to claim ownership and/or other forms of compensation on the materials.

On the Decision for the Competition

UAAP reserves the right to cancel or amend all or any part of this competition and/or Terms and Conditions, technical requirements and judging criteria. However, any changes to the Terms and Conditions, technical requirements and judging criteria, or the cancellation of the competition, will be updated and posted on the UAAP website and social media platforms.

Participants are responsible to keep himself/herself informed of any changes in the Terms and Conditions, technical requirements, and judging criteria stated for this competition.

In case of any issues, clarifications, etc. in relation to the competition, official communication will be coursed through the UAAP Executive Director.

If UAAP decides, they reserve the right not to proceed with the competition at any stage.