

# IWA LOGO DESIGN COMPETITION

## What does IWA represent in Singapore?

The IWA logo as the Ashoka Chakra in orange with the words Indian Women's Association around it has been the IWA identity for many years. We invite you to design a new logo for IWA.



### Guidelines:

The logo submission must contain the words "Indian Women's Association".

It can use the acronym IWA as well.

The logo design should draw inspiration from all these aspects of IWA and it's new vision as a re-purposed association that works under the mandate of Care•Connect•Celebrate.

IWA represents the **Indian Women in Singapore**.

We are a society of members.

We function as a non-profit public service oriented Voluntary Welfare Organisation.

### IWA VISION

To **CONNECT** with the community at large in Singapore through **CARE** volunteer programs and launch a program of **CELEBRATE** by identifying talent of Indian women in Singapore to encourage them by providing a platform to showcase their talent and use these common interests to draw women from different walks of life together.

### Judging Criteria:

To provide a benchmark for the criteria with which the Judges Panel will qualify the logo, we have created a set of values which you should keep in mind. Of course, as with any great design, we welcome you to break the rules and show us better ideas than we can come up with!

#### Uniqueness

Surprise us! A new and unique idea which will speak volumes to our vision

#### Timeless

Every few years there's a trend, or fad, that new logos seems to embrace. Trouble is, everybody jumps on that bandwagon and the treatment rapidly became hackneyed and trite. Give us an idea which is fresh but will not look dated by end of the year!

#### Adaptability

We use our logo over everything we send out and over different media. Websites, email, namecards, banners. So show us how we can effectively use the logo in all our media.

### Competition Entry:

The deadline for submissions is:  
24 February 2012.

You can submit your design via email to [media@iwasingapore.org](mailto:media@iwasingapore.org). Email attachments should not exceed 5MB. Entries may be submitted by post or by hand, in a sealed envelope (with the digital files) to:

IWA, P.O. Box no. 472  
Orchard Post Office,  
Singapore 912316

#### Scalability

When using our logo, we'll need to be able to use it big and small. Real small. Postage stamp size. Space only permits the logos to be featured as very small images. So readability and impact at a very small size is very important.

#### Color

We use Orange and Green and occasionally Red as consistent IWA colors as part of our Association branding and design. But we are open to suggestion. Do remember that it should work as a black & white logo too. Overall, we find the KISS philosophy (Keep it Simple) works best!

#### Appropriate Aspect Ratio & Footprint

The aspect ratio of a logo is the relationship between a logo's height and it's width. Bottom line, we don't want a logo that's too tall, or too wide.

#### Gimmick Free

Shadows, bevels and flares don't work well on the basic logo because they don't transport well over different media. So keep the gimmicks for when we need the – for the flash animated version.

## Terms & Conditions of Competition:

### COMPETITION ENTRY

1. There is no fee to enter the contest.
2. The contest is open to ALL. Entrants do not need to reside in Singapore for their entry to be accepted.
3. The contest is open to both individuals and organizations, including companies, educational institutions, associations, etc.
4. No more than three (3) entries may be submitted by any one entrant. However, each entrant is eligible to win only one prize.
5. The submission must include the name, identification number, age, postal address, contact number and email address of the entrant.
6. Entries must conform to the guidelines as set out on this website. Entries that fail to do so will be disqualified.
7. The deadline for entries via email and post is 23:59H on 24 February 2012.
8. We will attempt to acknowledge all entries via email within one week of receipt.
9. We shall not be held responsible for entries that are lost or contain corrupted data due to whatever reasons.

### ENTRY GUIDELINES

- Due to the requirements for high quality printing and re-sizing, entries must be submitted in scalable vector graphic format (EPS), and also as a JPG file. We advise against the use of halftones and gradients unless created inside a vector graphics program. Colour must be CMYK, no spot colours. JPGs 1000 pixels square of the logo are also

requested so that entries can be posted to websites without the need for conversion.

- In addition to submitting the digital graphic files, please include a short description (not exceeding 200 words) of your design concept, including background information on what inspired your work, and explanation of the important elements of your logo design, etc.
- Optionally, you may also submit a tagline to support your logo design. For logos with an accompanying tagline, please submit two versions of the logo design, respectively including and excluding the tagline.
- Submit your design via email to [media@iwasingapore.org](mailto:media@iwasingapore.org). Email attachments should not exceed 5MB. Entries which exceed 5MB may be submitted by post or by hand, in a sealed envelope (with the digital files) to:  
IWA,  
P.O. Box no. 472  
Orchard Post Office,  
Singapore 912316
- Participants are entirely responsible for all entry-related costs, such as postage and any other related costs.
- Entries that are late, illegible, incomplete, misdirected or incompletely received will not be eligible.

### JUDGING & SELECTION OF WINNER

- The following process will be used to judge all entries received and to select the winning logo design.
- The winning design will be selected by judges appointed for the purpose, and by Indian Women's Association.

- Entries will be judged on their originality and uniqueness of design (40%), relevance to the attributes of IWA (20%) and its flexibility and adaptability to use it for IWA in a variety of media (20%). The Balance 20% will be for the other criteria as set out.
- IWA may request additional modifications to the original design. The final versions of the winning design must be provided in both EPS and JPG formats and include a full colour version, a black and white version, and a one-colour version.
- IWA reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
- IWA reserves the right to disqualify any entrant or entry at its sole discretion.
- The winner will be required to sign a contract assigning all ownership of the logo to IWA.
- Accepting the prize constitutes permission for IWA to make public and otherwise use winner's name for publicity purposes. Further personal data may be requested but is not required.
- IWA's decisions on all matters relating to the competition, including but not limited to the eligibility of any entry, the selection of any winners and the award, forfeiture or disposal of any prize, is final, conclusive and binding on all participants, and no correspondence on such matters will be entertained.
- All prize winners will be notified by email.