

## **CONSUMERS ASSOCIATION OF SINGAPORE (CASE) LOGO DESIGN COMPETITION**

### **Eligibility**

- Anyone who has a passion in or an eye for designing logos.
- Individuals below the age of 18 (at the point of submission) shall obtain the necessary consent from their parents/legal guardians before participating in this Competition and submitting any personal information, and shall furnish such proof of consent that CASE may subsequently require.
- CASE's employees, members of the CASE Central Committee and sub-committees are not eligible to participate.

### **Design Criteria**

- The logo should reflect CASE's vision, mission and core values and the role it plays in consumer protection. It should also reflect CASE's achievements for the past 50 years and how we aspire to be relevant and responsive to consumers amid the evolving consumer landscape<sup>1</sup>.
- The logo should incorporate CASE's corporate colour 'Pantone 2935C' or 'CMYK: C100 M52 Y0 K25' or 'RGB 0, 87, 184' as its core colour.
- The logo should be presented with two versions: (i) Version 1: RGB version (ii) Version 2: Grayscale/black and white version not smaller than 6cm x 6cm.
- The logo must be your original, unpublished work with no third - party logos, trademarks, or copyright material.

### **Submission Requirements**

- All entries are to be submitted to [logo@case.org.sg](mailto:logo@case.org.sg) with the subject title '*CASE Logo Design Competition*'.
- All entries must be submitted in JPG or PNG with minimum size of 6cm x 6cm and of at least 300dpi in resolution, and all submissions shall include all vector files (AI, SVG, EPS or PDF) of the logo design and any accompanying fonts.
- The logo must be appropriate for a professional business setting.
- The logo must be suitable for use on both print and digital.
- No more than one entry may be submitted by each participant. All subsequent entries will be ignored.
- All submission emails must include:
  - Full name(s) of the person(s) who designed the logo;

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<sup>1</sup> Refer to Appendix below.

- Age of person(s) who designed the logo;
  - Contact number;
  - Email Address; and
  - A write-up about the concept and meaning behind the logo design.
- The deadline for submission is **30 September 2021, 23:59 HRS**. Entries that are received after this deadline will not be considered.
  - Entries are deemed to be received at the time of receipt of an automated response by CASE.

### **Terms & Conditions**

- All participants, by submitting an entry, confirm that their submissions are their own original work, without any plagiarising and shall not have been submitted for any competition in Singapore or overseas.
- The design shall not in any way infringe any third party's right, including but not limited to the copyright, logos, trademark, or other proprietary rights.
- All participants shall assign to CASE a perpetual, unrestricted, royalty-free, worldwide, irrevocable licence to use, apply, reproduce, display, broadcast, modify, adapt and sub-licence without any payment or compensation to the participant. CASE shall have the right to exhibit and feature the entries on its communication channels and materials, including, but not limited to, websites, social media platforms, publicity, and other printed materials.
- All participants, by submitting an entry, agree to assign all intellectual property rights of the winning entry to CASE.
- As part of this Competition, CASE will collect the following personal details of all participants:
  - Full Name;
  - Age;
  - Contact Number; and
  - Email Address.

By submitting an entry, participants agree to CASE's collection, use and disclosure of their personal details for the purposes of this Competition, including the disclosure of the participant's name. Such personal details may be retained by CASE for as long as necessary.

- Submission of logo design implies the participant's agreement and acceptance of this Terms & Conditions.
- CASE reserve the right to remove, in its sole and absolute discretion, any submission deemed inappropriate or that is not in compliance with this Terms & Conditions.
- CASE reserves the right to amend this Terms & Conditions and all changes will be notified via CASE's website.

- CASE is not responsible for any incomplete, failed and/or delayed submission of any participant's entry due to interruptions or delays caused by any equipment or software malfunction or other technical problems, including but not limited to problems inherent in the use of the internet.
- All participants agree to fully indemnify CASE and hold CASE harmless from and against any and all claims, actions, losses, damages, liabilities, costs, and expenses, including solicitors' fees and other legal expenses arising directly or indirectly from or in connection with (a) any breach by the participant of this Terms & Conditions; (b) any failure of the participant to perform its obligations under this Terms & Conditions in compliance with all applicable laws; (c) any violation of any rights of any third party related to the participant's entry; and (d) the participant's fraud, negligence or wilful misconduct.
- This Terms & Conditions shall be governed by and construed in accordance with the laws of the Republic of Singapore, and all participants submit to the jurisdiction of the courts of the Republic of Singapore.

### **Winning Entry**

- The winning entry will be selected by CASE. Entries will be judged based on Credibility, Distinctiveness, Memorability and Timelessness.
- The winner and winning entry will be announced on CASE's website and social media accounts. The winner will be notified via email by November 2021. CASE shall not be liable for any unsuccessful efforts to notify the winner.
- The winning entry will be featured in CASE's communication/publicity/marketing channels.
- CASE shall have the rights to adapt, edit and modify, or otherwise use the winning entry in any manner it deems appropriate.
- CASE's decision is final, and no appeal shall be entertained.
- If the winner is determined to have violated any rules, all prizes shall be returned to CASE in full without demand, and without claim against CASE, and CASE reserves the right to select an alternate winner.

### **Judging Criteria**

Judging Criteria	Weightage	Description
Credibility	25%	Does it embody the vision, mission, and core values of CASE?
Distinctiveness	25%	Does it create a strong and unique impression?
Memorability	25%	Does it create a lasting impression?
Timelessness	25%	Does it have a long shelf life?

## **Appendix**

### **About CASE**

#### **Background Information**

To achieve our aims, we adopt a three-pronged approach in working towards an ideal consumer-business environment:

1. Consumer education
2. Working with retailers
3. Pushing for legislation

#### **Our Vision**

A consumer-friendly Singapore

#### **Our Mission**

To champion consumers' interests and promote fair-trading.

#### **Our Core Values**

Consumer Centric

Adaptability

Sincerity

Excellence

For more information about CASE, visit [www.case.org.sg](http://www.case.org.sg).

#### **About the Current CASE Logo**



The current CASE logo was adopted in 1986.

The logo was designed using the first two letters of CASE to form a strong motif.

Its two vertical strokes represent the strong arms of CASE in protecting the interests of consumers as well as educating them on proper consumer habits.