

**Mahidol University Logo Design Contest:
 “50th Anniversary of the Royal Bestowal of Mahidol University’s Name
 and 131st Anniversary of Mahidol University”**

1. Background

Mahidol University was renamed with great honor by His Majesty King Bhumibol Adulyadej after his Royal Father, His Royal Highness Prince Mahidol of Songkla, in 1969. To celebrate the occasion of the 50th Anniversary of the Royal Bestowal of Mahidol University’s Name and the 131st Anniversary of Mahidol University on 2nd March 2019. To promote the university’s determination to be the "Wisdom of the Land" and the philosophy of “True success is not in the learning, but in its application to the benefit of mankind” to the public.

Mahidol University is arranging a logo design contest for the “50th Anniversary of the Royal Bestowal of Mahidol University’s Name and 131st Anniversary of Mahidol University” in order to find the official logo for the events.

2. Objectives

- 2.1 Celebration of the 50th Anniversary of the Royal Bestowal of Mahidol University’s Name and the 131st Anniversary of Mahidol University.
- 2.2 Use the selected logo from the contest for celebration activities in all media.
- 2.3 Harmonizing all sections within Mahidol University (Branding).
- 2.4 Building a good image of Mahidol University.

3. Project Timeline

	Project Details	March	April	May	June	July	August
1.	Setting up a Committee	★					
2.	1 st committee meeting (1/2018)			★			
3.	Contest Periods			←————→			
4.	Judgment					26	
5.	Announcement/Public use of the logo						1

4. Rules and Regulations

4.1 Eligibility

The contest is open to Mahidol University's students, lecturers, and staff members, and also to the public with no limitations on contestants' age and the number of logos contestants can submit to the contest (each contestant can submit more than one logo and each logo requires both a Thai language version and an English language version).

4.2 Submission Requirements

1. The logo must contain Mahidol University's logo.
2. Appearance of the text “50 ปี วันพระราชทานนาม 131 ปี มหาวิทยาลัยมหิดล” in the Thai logo version and “50th Anniversary of the Royal Bestowal of Mahidol University's Name and 131st Anniversary of Mahidol University” in the English logo version by using DB Lim X font only*.
3. Apply Mahidol University's corporate identity color into the designed logo (Mahidol University's corporate identity)**
4. Use Arabic numerals (50) (131) to state the anniversaries.
5. The logo must be applicable to all kinds of print media including fabrics, souvenirs, other products as well as digital media of both images and animation.
6. Appropriate size of the design is in A4 with color printed on all types of white paper (one designed work per 1 page).
7. The designed works are requiring to be made using a computer graphic program only.
8. Logos must be created and designed by the contestant(s), cannot copy or make changes to any existing logo or other brand's logos, not violate any copyrights and has never submitted the art works to other contests before. The contestant will take full responsible for any arguments that may occur from his/her works.

Remarks: Mahidol University provides a legal DB Lim X font, which contains a copyright. The contestant cannot use DB Lim X font in any other works aside from Mahidol University Logo Design Contest. We strictly required all contestants to delete the font from their computers after finished designing. The contestant will take full responsible for any copyright violation made by him/her.

** / ** please visit <http://op.mahidol.ac.th/contest/> to fill-in your information in order to get a link for downloading the DB Lim X font and Mahidol University corporate identity color code.*

5. Application and Submission Guidelines

5.1 Complete application form and submit all required documents together with the designed logos.

5.2 All entry designed logos must be color printed on white A4 paper (one logo work per one page, with separate English and Thai language versions) and certified copy (by signing), attached with design concept explanation sheet or any related document to show the design concepts and inspirations (not more than 15 lines), write down contestant's contact name, address, mobile phone number and email.

5.3 Write the original files to CD in AI format (Illustrator 10 / CS3) and JPG with a minimum of 300 DPI resolution and specify CMYK color code (please write the adjustable files on CD and submit 1 CD per contestant only).

5.4 Only one winning work will be selected and become Mahidol University's property. The judging committee reserves the right to alter, modify or revise the logo for practical use of the logo.

6. Prize

Contest winner will receive 20,000 baht and a trophy.

All contestants will receive a certificate of participation and have their logos shown on Mahidol University's website for 1 month (starting from announcement date).

Remarks

1. Mahidol University will invite the winner to receive the prize at a university committee meeting.
2. If no winning logo, the committee will inform the contestants.
3. The result from the judging committee is final and contestants (except the winner) can contact Corporate Communication Unit, General Administration Division, Office of the President, Mahidol University, Salaya campus to get their art works back within 90 days.

7. Contest Periods

7.1 Submission Deadline: 20th July 2018.

7.2 Submission Channels:

- Submit in person: please contact Corporate Communication Unit, General Administration Division, Office of the President, Mahidol University, Salaya campus.

- Send via e-mail: mahidol.contest@gmail.com

- Submit by mail to the address:

Corporate Communication Unit, General Administration Division,
Office of the President, Mahidol University
999 Phuttamonthon 4 Road, Salaya,
NakhonPathom 73170

(Please be informed that works with postal stamps dated later than the deadline, will not be allowed to join the contest)

7.3 For more information, please contact 0-2849-6210

7.4 Contest winner announcement will be on 31st July 2018 via www.mahidol.ac.th and Facebook: Mahidol University

8. Selection criteria

8.1 The logo meets with the submission requirements as shown in section 4.2

8.2 The designed logo truly reflects the meaning of Mahidol Core Value:

M – Mastery

A – Altruism

H – Harmony

I – Integrity

D – Determination

O – Originality

L – Leadership

8.3 Design Creativity