

HKBU Library Logo Design Competition

CALL
FOR
ENTRIES

The Library invites all HKBU students and staff to showcase their creativity by designing a logo for HKBU Library.

The logo design must convey the spirit of the Library's mission to support teaching, promote learning, and enable research at HKBU as a partner in whole person education.

The winning logo should be applicable for use on different publicity tools, including the Library's website, Library publications and other promotional materials.

Specifications

- Logo format: .ai file is preferred, jpeg, .png, .pdf files are accepted; preferably in RGB color mode
- Logo form: full color
- Logo resolution: 300 dpi
- File size: not exceed 5MB
- Only original, unpublished work is eligible. Entrants must make sure that their submission does not infringe on the copyright of others
- No more than three designs per entrant should be submitted
- The name "Hong Kong Baptist University Library 香港浸會大學圖書館" may, at the discretion of the designer, be incorporated into the logo design

Prize

The winner will receive a cash prize of **HK\$3,000** and a certificate of recognition

Copyright

The logo design must be the original creation by the entrant, and must not have been previously published. The logo design must not infringe the copyright of others. Copyright of the logo design will belong to the HKBU Library. No royalties will be granted to the winner outside of the cash prize. HKBU Library reserves the right to modify or alter the winning design to accommodate the needs of the Library and/or the University

Deadline & submission

- Submission deadline: **13 March, 2015**
- Please email entries (logo and entry form) to libmkt@hkbu.edu.hk with subject line "**HKBU Library Logo Design Competition.**"
- Late and incomplete submissions will not be accepted

Judging

- Submissions for this competition will be evaluated based on the following criteria including but not limited to:
 - ▶ Expression of the spirit of the mission of the Library Strategic Plan
 - ▶ Originality, creativity, aesthetics and appropriateness of design
- If no suitable entries are received, HKBU Library reserves the right not to select a winner
- In case of any dispute, HKBU Library's decision shall be final
- The winner will be notified by **MAY 2015**



Inquiries:
libmkt@hkbu.edu.hk
3411 5353

Scan for more details, guidelines and resources

HKBU Library

Logo Design

Competition

Entry Form

Name: (English)	(Chinese)
Student/ Staff ID:	Major/ Dept./ Office:
Mobile no.:	Email:

Design Concept:

Logo specification (font, color, pantone)

By entering the logo design competition, I hereby declare that I am the true author of the work submitted and that the logo does not in any way infringe the copyright of others. I have carefully read, understood and accepted the terms and regulations listed in this competition. I acknowledge that I shall not have the submission published prior to notification of the HKBU Library's decision.

Signature

Date

Selected resources

The Library's Strategic Plan 2020:

http://library.hkbu.edu.hk/about/lib_strategic_plan_2020.pdf

The Library supports teaching:

- The Library's research guides for students and faculty:
<http://hkbu.libguides.com/>

The Library promotes learning:

- Library instructional videos on YouTube:
<https://www.youtube.com/user/hkbulibrary/videos>
- Events, workshops & announcements on Twitter:
<https://twitter.com/hkbulibrary>

The Library enables research:

- A to Z listing of the Library's databases:
<http://hkbu.libguides.com/az.php>
- Digital services for faculty:
http://library.hkbu.edu.hk/support/digital_service.html
- The Research Visibility Project:
<http://library.hkbu.edu.hk/researchvisibility>

Additional information:

- The Library on Facebook:
<https://www.facebook.com/hkbu.lib>
- General information on the Library:
http://library.hkbu.edu.hk/about/lib_info_index.html