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**MEMORANDUM**

**FOR** : All Regional Executive Directors  
All Bureau Heads

**FROM** : The Undersecretary  
Policy, Planning and International Affairs

**SUBJECT** : **LOGO DESIGN AND CATCHPHRASE CONTEST FOR THE 50<sup>TH</sup>  
YEAR OF ASEAN-JAPAN FRIENDSHIP AND COOPERATION**

**DATE** : **APR 11 2022**

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This refers to the letter dated March 9, 2022 sent by Assistant Secretary Daniel R. Espiritu, Office of ASEAN Affairs, Department of Foreign Affairs, regarding Japan's "Logo Design and Catchphrase Contest for the 50<sup>th</sup> Year of ASEAN-Japan Friendship and Cooperation".

Japan is proposing to organize a Logo Design and Catchphrase contest to celebrate the "50<sup>th</sup> Year of ASEAN-Japan Friendship and Cooperation" and intends to have the Concept Paper and related documents adopted at the ASEAN-Japan JCC on March 25, 2022.

Please refer to the attached Application Guideline and its flowchart for more information.

For your information and appropriate action, please.

  
ATTY. JONAS R. LEONES

MEMO NO. 2022 - 242



DEPARTMENT OF FOREIGN AFFAIRS  
KAGAWARAN NG UGNAYANG PANLABAS

OFFICE OF ASEAN AFFAIRS

Our Ref. No. : DIV1-099-ASEAN-2022  
Subject : Logo Design and Catchphrase Contest for the 50th Year of  
ASEAN-Japan Friendship and Cooperation  
Date : 9 March 2022

Dear Esteemed Colleagues,

The Department respectfully informs your agencies of Japan's "Logo Design and Catchphrase Contest for the 50th Year of ASEAN-Japan Friendship and Cooperation".

Japan proposes to organize a Logo Design and Catchphrase contest to celebrate the year 2023, which marks the 50th anniversary of ASEAN-Japan relations, based on a similar contest held in 2012 prior to the 40th anniversary of ASEAN-Japan relations in 2013. Japan also proposes to name the year 2023 the "50th Year of ASEAN-Japan Friendship and Cooperation" and intends to have the Concept Paper and related documents adopted at the upcoming ASEAN-Japan JCC on 25 March 2022.

The Application Guideline and its flowchart are also attached for reference.

Thank you.

Very truly yours,



DANIEL R. ESPIRITU  
Assistant Secretary

**ALL AMTB AGENCIES**

*Attachment: as stated.*



## **Application Guideline for Logo Design and Catchphrase Contest for the 50th Year of ASEAN-Japan Friendship and Cooperation**

April 2022

The year 2023 marks the 50th commemorative year of ASEAN-Japan relations. Since its start in 1973, ASEAN-Japan relations have made remarkable progress. People to people exchanges between ASEAN and Japan has been the foundation of close partnership between ASEAN and Japan which is often called "heart to heart" relations. The Governments of ASEAN and Japan will celebrate the 50th Year of ASEAN-Japan Friendship and Cooperation with various commemorative events and exchange programs in 2023 and also encourage their citizens to join the celebration of this milestone. For this purpose, the Governments of ASEAN and Japan, in collaboration with the ASEAN Secretariat and the ASEAN-Japan Centre, publicly invite ideas from their citizens for a logo design and a catchphrases which reflect the 50 years of friendship and cooperation and jointly organize a contest as provided below.

### **1. Title**

Logo Design and Catchphrase Contest for the 50<sup>th</sup> Year of ASEAN-Japan Friendship and Cooperation

### **2. Requirements**

#### **Logo**

- A logo design should reflect 50 years of friendship and cooperation between ASEAN and Japan. A logo design also needs to be suitable for usage on promotional items and media.
- Size: Vertical A4-size.
- Color: Submit both in color and black-and-white on white background. No limit in color or gradation.
- Image format: JPEG, GIF, Illustrator and Photoshop are acceptable. File size is restricted up to 3MB. Resolution needs at least 300dpi.

(Note) The image format subject to be changed occasionally.

- One entry per person only.
- Entries will not be returned.

#### **Catchphrase**

- A catchphrase should reflect 50 years of friendship and cooperation between ASEAN and Japan. The catchphrase also needs to be simple and suitable for usage on advertisements and social media.
- Language: English and/or Japanese.

(Note) Catchphrase in Japanese language is accepted only by the ASEAN-Japan Centre.

(Note) The winning entries will be translated into Japanese (or English), and may be translated into the languages of ASEAN Member States.

- One entry per person only.
- Entries will not be returned.

### **3. Eligibility**

The contest is open to all nationals of ASEAN Member States and Japan.

### **4. How to apply**

Submit by the online form below.

(ASEAN side) (<https://www.....>) (←to be decided by ASEC)

(Japan side) Japanese (<https://www.asean.or.jp/ja/.....>) (TBC)

English (<https://www.asean.or.jp/en/....>) (TBC)

#### 5. Application Deadline

Wednesday, June 15th, 2022

#### 6. Selection

Entries will be carefully considered by the contest organizers. One winner and two runners-up for both logo and catchphrase will be selected.

#### 7. Announcement

To be announced on the website (<https://www.....>) (TBC) in August 2022.

(Note) The announcement may be changed due to the selection process.

#### 8. Copyright

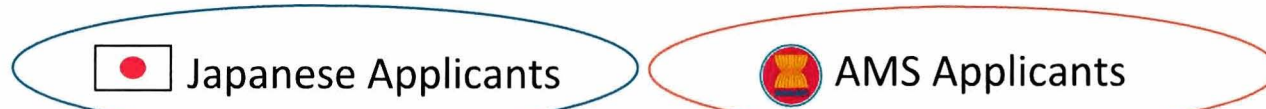
- The entries should be new and unpublished before, and original exclusively for this contest of the 50th Year of ASEAN-Japan Friendship and Cooperation.
- The entries must not infringe on the Intellectual Property Rights of any third party including defamation and copyright infringement of third parties will be excluded from the competition. Any submissions found to be in violation of such Intellectual Property Rights shall be rejected.
- The entries which contravenes public order and should not violate any provisions of the Copyright Acts and other laws and regulations of Japan and ASEAN Member States, and the contest organizers do not bear any responsibility for copyright violations or infringements of intellectual property rights carried out by the applicants.
- All rights of the winning logo and catchphrase would be the intellectual property of the contest organizers and the winners shall not exercise any rights over them. The winning logo and catchphrase can be used by the contest organizers and/or relevant agencies of ASEAN Member States and Japan for promotional and display purposes, materials and also for any other use as may be deemed appropriate.
- Use of adopted work, official logo and catchphrase for the commemorative events and activities will be decided by the contest organizers.
- The contest organizers will have unfettered rights to modify the prize winning entries and add/delete any design/info feature in any form in it.
- Processing the work will be restricted to size adjustment and black-white conversion.
- The contest organizers reserve the right to cancel or amend all or any part of this contest and/or terms and conditions/technical parameters/evaluation criteria. Any changes or the cancellation of the contest, will be updated/posted on the websites. It would be the responsibility of the applicants to keep themselves informed of any changes in the terms and conditions/technical parameters/ evaluation criteria stated for this contest.
- All the logo and catchphrase entries received would be assessed by the contest organizers. The decision of the contest organizers shall be final and binding.

End

# Flowchart of application and selection process for a logo and a catchphrase for the 50th Year of ASEAN-Japan Friendship and Cooperation

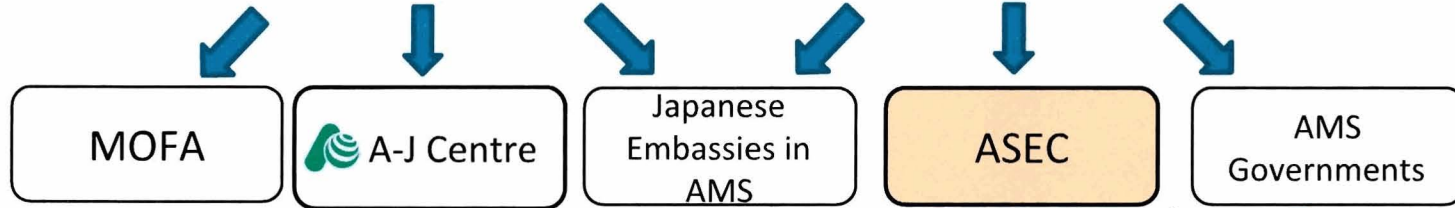
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**Apr. 1st, 2022**  
Application open



submission

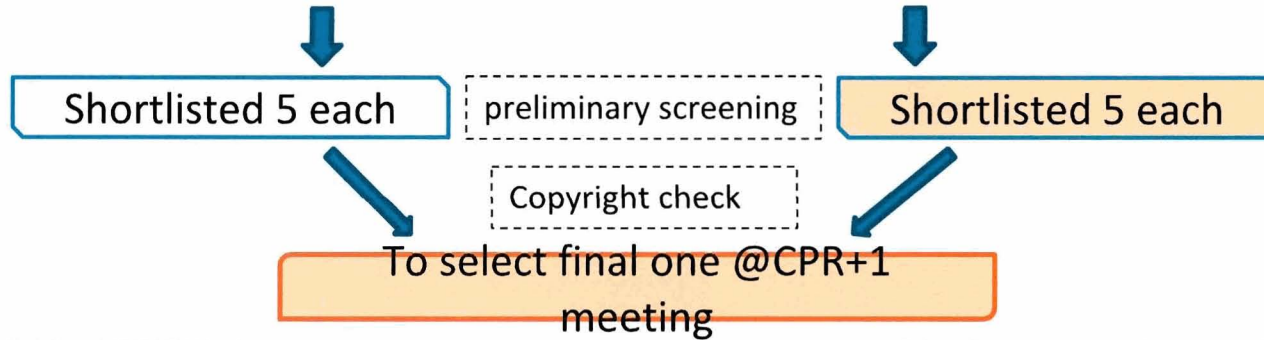
submission



**mid Jun., 2022**  
Application deadline



to  
**Jul., 2022**  
Screening and Selection



**early Aug., 2022**  
Announcement

