

Malaysians, be part of our nation's tourism history.
Your logo can be next!



Fascinating Malaysia.
Years of Festival



Fascinating Malaysia.
Naturally More



Celebrating 50 Years
of Nationhood



Celebrating 1Malaysia
Truly Asia

CALLING ALL LOGO *Designers*

>> Submission for **Visit Malaysia 2020**
campaign logo <<

11 - 24 March 2019

Insert
your logo
here

Theme:
The Sustainability
of Tourism, Arts and
Culture

PRIZES

1 **RM 3,000.00**
& CERTIFICATE

2 **RM 2,000.00**
& CERTIFICATE

3 **RM 1,000.00**
& CERTIFICATE

4 **RM 250.00 x 5** Consolation
Prizes
& CERTIFICATE

Participation form can be downloaded via [www.tourism.gov.my](http://tourism.gov.my) [www.motac.gov.my](http://motac.gov.my) www.visitmalaysia.com

Submission by hand or post should be addressed to:

Secretariat Visit Malaysia 2020
4th Floor, Domestic & Events Division
No. 2, Tower 1, Jalan P5/6, Precint 5,
62200 PUTRAJAYA

Please state '**VM2020 LOGO**' on the top
left corner of the envelope.

Online submission should be
sent to:

Email
vm2020contest@tourism.gov.my OR

Link
<https://goo.gl/forms/XJpjEiTpp9eFi2v12>



**TOURISM
MALAYSIA®**

PARTICIPATION FORM

Photocopies form is acceptable

Full name (as per in I.C): _____

New I.C number: _____

Age: _____ Date of Birth: _____ Sex: _____

Occupation: _____

Address: _____

Tel (O): _____ (H): _____ (H/P): _____

E-mail: _____

(I hereby certify that all the information provided are correct.)

Signature: Date:

Please send your entry from **11-24 March 2019 latest by 5pm**, to:

Submission by hand or post should be addressed to:

Secretariat Visit Malaysia 2020
4th Floor, Domestic & Events Division
No. 2, Tower 1, Jalan P5/6, Precint 5,
62200 PUTRAJAYA

Please state '**VM2020 LOGO**' on the top left corner of the envelope.

RELEASE AUTHORISATION FORM

With regards to my participation in the Visit Malaysia 2020 campaign logo competition, I, the undersigned, hereby agree to the following terms and conditions:

1. I am the sole creator/ content owner/ person with legitimate claim of ownership over the design of the logo submitted.
2. I hereby relinquish all copyright of my designs of the aforementioned logo to Ministry of Tourism, Arts & Culture Malaysia and Tourism Malaysia, and grant permission to use, edit, distribute and publish my design as they deem fit.
3. I have not infringed any copyright in using the materials to create my logo, and have obtained the relevant and proper consent/approval in the usage of all models/ individuals, locations, and images used in the creation of my logo.
4. I will not make any claim on behalf of any third-party, or take any legal action against Ministry of Tourism, Arts & Culture Malaysia and Tourism Malaysia on account of my participation in this competition.
5. I hereby acknowledge that I have read and understood the terms stipulated under this release authorisation form, and that by signing this form I agree to be bound by the terms and conditions.

Signature: Date:

RULES AND REGULATIONS, LOGO DESIGN SPECIFICATIONS AND ENTRY FORM

BACKGROUND

The Ministry of Tourism, Arts & Culture and Tourism Malaysia is organising a competition to design the Visit Malaysia 2020 campaign logo which will be used in all promotional activities, exhibitions and printed materials.

The Ministry of Tourism, Arts & Culture and Tourism Malaysia wishes to invite all Malaysian citizens aged 18 years and above to create a logo to be used for the Visit Malaysia 2020 campaign.

The Visit Malaysia 2020 campaign is based on the Vision 2020 objectives which focus on the sustainability of tourism, arts and culture with the aim of reducing the negative effects of tourism development and providing direct benefits to the community through the tourism industry.

RULES AND REGULATIONS OF THE COMPETITION

1. Entrance is free and open to **all Malaysian citizens** aged 18 years and above;
2. Each participant is allowed to submit **ONE** entry only;
3. Each complete submission shall include a logo design and a logo rationale focused on the sustainability of tourism, arts and culture. The "*Malaysia Truly Asia*" logo shall be incorporated into the logo design and/or rationale;
4. The logo design shall be in English as it will be used internationally, while the logo rationale shall be submitted in Bahasa Melayu and English;
5. The logo design shall be an original work. The Ministry of Tourism, Arts & Culture and Tourism Malaysia shall not be responsible for any third-party claims made against the design. An entry shall be disqualified if it is found that the logo design is not an original work/has been plagiarized/copied;
6. All logos and logo rationales received by the Visit Malaysia 2020 Campaign Logo Competition Committee shall be owned by The Ministry of Tourism, Arts & Culture and Tourism Malaysia and shall not be returned;
7. The Ministry of Tourism, Arts & Culture and Tourism Malaysia has the right to use, edit, print and exhibit the chosen logo for promotional purposes in any medium or format it deems fit, whether for local or international purposes and without having to further notify or compensate the participant. The logo will become the complete property of the Ministry of Tourism, Arts & Culture and Tourism Malaysia;

8. The logo design shall not contain elements that could be considered sensitive or offensive to any race, religion or culture;
9. The members of the Competition Committee and staff the Ministry of Tourism, Arts & Culture and its agencies are not permitted to enter the competition;
10. All costs associated with the participation in this competition shall be borne by the individual participant while proof of submission shall not be construed as proof of receipt;
11. **Only one design** shall be chosen as the winning logo.

LOGO DESIGN SPECIFICATIONS

1. Each logo design submission shall be attractive with a clean and clear design direction, and shall be accompanied by a logo rationale reflective of the Visit Malaysia 2020 campaign. The logo design shall include the phrase, "Visit Malaysia 2020";
2. The design shall utilise colours that are appropriate for the logo.
3. For online submissions, kindly submit the logo design in three A3 layouts (horizontal orientation), saved as .jpeg documents with minimum resolution of 1280 x 960, in the following formats:
 - Logo only
 - Logo in colour and logo in black and white with sizes of 10cm x 10cm, 5cm x 5cm and 3cm x 3cm. (Refer to Attachment 1)
 - Logo and logo rationale
4. For hand-delivered or postal submissions, the logo shall be printed on A3 paper (horizontal orientation) in the following formats:
 - Logo only
 - Logo in colour and logo in black and white with sizes of 10cm x 10cm, 5cm x 5cm and 3cm x 3cm. (Refer to Attachment 1)
 - Logo and logo rationale

The three A3 printouts shall be fixed on to three separate mounting boards of A3 size, with name, IC number, telephone, and email address of the participant affixed to the back of each mounting board;

5. The logo design and logo rationale must be submitted together with an entry form and an indemnity form;

6. The designer of the winning logo design shall submit his/her creation in Ai format and be prepared to make the necessary amendments as per the organiser's request.

ENTRY FORM

1. Entry forms can be downloaded from www.tourism.gov.my, or www.motac.gov.my;
2. Participants must complete the Entry Form and the indemnity form. For online submissions, kindly email the creatives, the Entry Form and the indemnity form, to the email address below;
3. Submissions have to be in either hard copy OR soft copy (in .jpeg format), depending on method of application chosen, either online, postal or hand-delivery.
4. Submissions by hand-delivery or postal must be sent to the address below:

Address:

Visit Malaysia 2020 Secretariat
4th Floor, Domestic & Events Division
No 2, Tower 1, Jalan P5/6, Presint 5 62200 PUTRAJAYA
Please state "VM2020 LOGO" on the top left corner of the envelope

5. Online submissions must be sent via:

E-mail:

vm2020contest@tourism.gov.my OR

Link:

<https://goo.gl/forms/XJpjEiTpp9eFi2v12>

DURATION OF COMPETITION

1. The competition will take place for a period of **14 days** from **11 March 2019** and **close at 5 pm sharp on 24 March 2019**.
2. Submissions received **before 11 March 2019** or on **24 March 2019 at 5.01 pm or later shall not be considered by the Committee**.

JUDGING COMMITTEE

1. The evaluation of all submissions will be made by a specially-appointed Judging Committee.

2. All submissions are subject to the **FINAL DECISION** of the Judging Committee.
3. The Judging Committee has the right to disqualify a submission at any time if an entry does not fulfil the stipulated rules and regulations.
4. By entering this competition, participants agree to the stipulated rules and regulations and shall not make claims against Ministry of Tourism, Arts & Culture or Tourism Malaysia
5. The Ministry of Tourism, Arts & Culture and Tourism Malaysia have the right to change or amend the logo design as necessary.
6. The Judging Committee has the right to not select a winner from among the submissions of this competition should the Judging Committee decide that no submission is worthy of winning.
7. The chosen logo will be used and shall become **the property of Ministry of Tourism, Arts & Culture and Tourism Malaysia**.
8. The decision of the Judging Committee shall be final. Further calls, letters and emails shall not be entertained;

COMPETITION PRIZE

1. Following are the prizes to be won:

First place	: RM 3,000 and certificate
Second place	: RM 2,000 and certificate
Third place	: RM 1,000 and certificate
Consolation	:RM 250 X 5 prizes and certificate

2. All winners will be notified by the Committee via telephone, letter or email.
3. A prize-giving ceremony will be organised at a date to be identified later.

-end-

SYARAT-SYARAT PENYERTAAN, SPESIFIKASI REKA BENTUK LOGO DAN BORANG PENYERTAAN

LATAR BELAKANG

Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia berhasrat untuk mengadakan pertandingan mencipta logo kempen yang akan diguna pakai dalam kesemua aktiviti promosi, pameran dan percetakan.

Oleh yang demikian, Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia mempelawa semua warganegara Malaysia yang berumur 18 tahun dan ke atas untuk menghasilkan logo yang akan digunakan untuk kempen Melawat Malaysia 2020.

Kempen Melawat Malaysia 2020 adalah berteraskan kepada matlamat Wawasan 2020 yang memfokuskan kepada kelestarian pelancongan, kesenian dan kebudayaan (*the sustainability of tourism, arts and culture*) dengan objektif untuk mengurangkan kesan negatif akibat pembangunan pelancongan dan memberi faedah secara langsung kepada komuniti melalui industri pelancongan.

SYARAT DAN TERMA PERTANDINGAN

1. Penyertaan adalah percuma dan terbuka kepada semua warganegara Malaysia berumur 18 tahun dan ke atas;
2. Setiap peserta hanya boleh menghantar **SATU** penyertaan sahaja;
3. Setiap penyertaan perlu mempunyai reka bentuk berserta rasional logo yang memberi fokus kepada kelestarian pelancongan, kesenian dan kebudayaan. Elemen logo '*Malaysia Truly Asia*' perlu diintegrasikan di dalam reka bentuk dan/atau rasional logo;
4. Rekaan logo perlu menggunakan perkataan Bahasa Inggeris kerana ia melibatkan pasaran antarabangsa, manakala rasional logo hendaklah dikemukakan di dalam Bahasa Melayu dan Bahasa Inggeris;
5. Reka bentuk logo hendaklah asli. Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia tidak akan bertanggungjawab sekiranya terdapat sebarang tuntutan daripada pihak ketiga. Penyertaan akan terbatal sekiranya didapati reka bentuk yang dikemukakan adalah tidak asli /diciplak/ dicedok;
6. Semua logo dan rasional logo yang diterima oleh Urus Setia Pertandingan Logo Kempen Melawat Malaysia 2020 akan menjadi hak milik Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia dan tidak akan dikembalikan;

7. Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia berhak mengguna semula, membuat penambahbaikan, menerbit atau mempamerkan logo yang terpilih bagi tujuan kegunaan promosi di dalam apa jua bentuk media atau medium sama ada tempatan atau antarabangsa tanpa notis atau sebarang pembayaran kepada para peserta. Logo tersebut adalah hak milik Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia sepenuhnya;
8. Reka bentuk logo tidak boleh mengandungi unsur atau elemen yang boleh dianggap sensitif dan boleh menyinggung mana-mana kaum, agama dan budaya;
9. Ahli Jawatankuasa Pertandingan, kakitangan Kementerian Pelancongan, Seni & Budaya bersama-sama agensi-agensinya tidak dibenarkan menyertai pertandingan ini;
- 10 Segala kos untuk menyertai pertandingan ini adalah atas tanggungan peserta sendiri, manakala bukti penghantaran tidak dianggap sebagai bukti penerimaan;
- 11 Hanya **satu logo sahaja** yang akan dipilih sebagai pemenang.

SPESIFIKASI REKA BENTUK LOGO

1. Setiap logo yang dikemukakan hendaklah menarik, kemas, serta jelas dan mesti disertakan dengan rasional logo Kempen Melawat Malaysia 2020. Rekaan logo perlu menggunakan perkataan "Visit Malaysia 2020";
2. Reka bentuk logo hendaklah menggunakan warna yang bersesuaian dengan logo yang direka;
3. Bagi penyertaan secara talian, logo perlulah dikemukakan di dalam 3 format bersaiz A3 (melintang) dalam bentuk .jpeg dengan resolusi minimum 1280 x 960 iaitu:
 - Logo sahaja
 - Logo berwarna dan logo hitam-putih bersaiz 10cm x 10 cm, 5cm x 5cm dan 3cm x 3cm (*contoh yang disediakan di Lampiran 1*).
 - Logo dan Rasional Logo
4. Bagi penyertaan secara pos/serahan tangan, logo perlulah dicetak di atas kertas bersaiz A3 (melintang) seperti format di bawah iaitu:
 - Logo sahaja
 - Logo berwarna dan logo hitam-putih bersaiz 10cm x 10 cm, 5cm x 5cm dan 3cm x 3cm (*contoh yang disediakan di Lampiran 1*).
 - Logo dan Rasional Logo

Ketiga-tiga helaian A3 hendaklah dilekatkan di atas tiga “mounting board” setiap satu bersaiz A3 dengan nama, kad pengenalan, nombor telefon dan alamat e-mel ditampal dengan jelas di belakang “mounting board” berkenaan;

5. Reka bentuk dan rasional logo hendaklah disertakan dengan Borang Penyertaan dan Borang Pengesahan Pelepasan;
6. Peserta yang dipilih sebagai pemenang perlu mengemukakan hasil karya di dalam format Ai dan pemenang juga haruslah bersedia untuk melakukan sebarang pengubahsuaian sekiranya dikehendaki oleh pihak pengajur.

BORANG PENYERTAAN

1. Borang Penyertaan boleh di muat turun di laman www.tourism.gov.my atau www.motac.gov.my;
2. Peserta perlu mengisi Borang Penyertaan dan Borang Pengesahan Pelepasan dengan lengkap. Bagi penghantaran secara dalam talian, sila e-mel karya, Borang Penyertaan dan Borang Pengesahan Pelepasan;
3. Penyertaan hendaklah dihantar dalam bentuk salinan cetak (*hard copy*) ATAU salinan digital (*soft copy*) (berformat .jpeg) sama ada melalui dalam talian, pos atau serahan tangan;
4. Penyertaan secara serahan tangan atau pos hendaklah dihantar ke alamat seperti di bawah:

Alamat:

Sekretariat Visit Malaysia 2020
Tingkat 4, Bahagian Domestik dan Acara
No 2, Tower 1, Jalan P5/6, Presint 5 62200 PUTRAJAYA
Pastikan di sebelah atas kiri sampul tertulis ‘VM2020 LOGO’

5. Penyertaan secara dalam talian perlu dihantar melalui seperti di bawah:

E-mel:

vm2020contest@tourism.gov.my ATAU

Link:

<https://goo.gl/forms/XJpjEiTpp9eFi2v12>

TEMPOH PENYERTAAN

1. Penyertaan akan berlangsung selama **14 hari** bermula **11 Mac 2019** dan akan ditutup tepat jam **5.00 petang** pada **24 Mac 2019**;
2. Penyertaan yang diterima **sebelum 11 Mac 2019** atau pada **24 Mac 2019 jam 5.01 petang** dan tarikh berikutnya **tidak akan diambil kira** oleh pihak Urus Setia.

JAWATANKUASA PENILAI

1. Penilaian akan dibuat oleh sebuah Jawatankuasa Penilai yang telah dilantik;
2. Semua penyertaan adalah tertakluk kepada keputusan **MUKTAMAD** oleh Jawatankuasa Penilai;
3. Jawatankuasa Penilai berhak untuk membatalkan penyertaan pada mana-mana peringkat sekiranya didapati peserta tidak mematuhi mana-mana syarat yang ditetapkan;
4. Bagi penyertaan yang dihantar, para peserta hendaklah bersetuju dengan syarat-syarat yang telah ditetapkan dan tidak boleh membuat sebarang tuntutan kepada Kementerian Pelancongan, Seni & Budaya atau Tourism Malaysia;
5. Kementerian Pelancongan, Seni & Budaya dan Tourism Malaysia berhak mengubah suai dan meminda reka bentuk logo yang dihasilkan sekiranya perlu.
6. Jawatankuasa Penilai berhak untuk tidak memilih pemenang dalam kalangan peserta pertandingan sekiranya Jawatankuasa Penilai memutuskan tiada peserta yang layak dianugerahkan sebagai pemenang.
7. Logo yang terpilih akan diguna pakai dan menjadi **HAK MILIK KEMENTERIAN PELANCONGAN, SENI & BUDAYA DAN TOURISM MALAYSIA**.
8. Keputusan Jawatankuasa Penilai adalah muktamad. Sebarang panggilan, surat-menyerat serta e-mel tidak akan dilayan;

HADIAH PERTANDINGAN

1. Berikut merupakan hadiah-hadiah yang akan dimenangi:

Tempat pertama : RM 3,000 dan sijil

Tempat kedua : RM 2,000 dan sijil

Tempat ketiga : RM 1,000 dan sijil

Hadiah saguhati :RM 250 X 5 peserta dan sijil

2. Semua pemenang akan dimaklumkan oleh pihak Urus Setia melalui telefon, surat atau e-mel.
3. Majlis penyampaian hadiah akan dilakukan dalam satu majlis yang akan dimaklumkan kemudian.

-tamat-

CADANGAN LOGO VISIT MALAYSIA 2020



10CM X 10CM



5CM X 5CM



3CM X 3CM

LOGO MONOCHROME



10CM X 10CM



5CM X 5CM



3CM X 3CM



RASIONAL LOGO

