

Attachment 3:

Guidelines for Designing the Exclusive Logo for the 20th Anniversary of the China-ASEAN Education Cooperation Week

These Guidelines are hereby formulated to establish consistent design standards for the final round, ensure that all submissions align with the theme and underlying values of the Competition as well as its official brand positioning and tone, and facilitate the orderly conduct of the on-site evaluation and themed exhibition.

I. Design Theme and Core Positioning

The logo shall be designed around the core theme, “Empowering Cooperation: Connecting Cultures through Education and Skills,” to mark the 20th anniversary of the China-ASEAN Education Cooperation Week. The design shall be grounded in the positioning and objectives of China-ASEAN educational cooperation and embody cultural significance, an international perspective, and practical value. It shall be suitable for use across all relevant channels and formats, including official events, office merchandises, cultural and creative merchandise, digital media, and conference settings.

II. Core Design Directions

The design shall be developed around the following dimensions. Creative expression within the applicable rules and requirements is encouraged, and no single form of expression is prescribed.

1. 20th-Anniversary Commemorative Identity: The design shall clearly incorporate the “20th Anniversary” element. The number “20” may be artistically interpreted, provided that it remains readily recognizable and memorable while conveying both a formal character and commemorative significance.

2. Balanced Integration of Chinese and ASEAN Cultures: Representative cultural symbols and regional characteristics of China and SEAMEO Member Countries shall be selected, distilled, and creatively integrated on an equal and inclusive basis. No single cultural element shall be disproportionately emphasized. Reference elements may include traditional Chinese scrolls, mortise-and-tenon structures, and landscape patterns, as well as ASEAN-inspired elements such as rice stalks, palm leaves, ocean-wave motifs, and patterns inspired by diverse ethnic traditions.

3. Core Values of Educational Cooperation: The design shall reflect the guiding theme of “Empowering Cooperation:

Connecting Cultures through Education and Skills” and convey the core values of educational exchange, talent development, and skills integration.

4. Brand Alignment: The design shall adopt a dignified and sophisticated style with a clean, modern aesthetic, consistent with the official brand positioning and formal character of the China-ASEAN Education Cooperation Week.

III. Design Specifications

1. General Design Requirements

(1) All submissions must be original, must not have been previously published or entered in any other competition, and must not be subject to any intellectual property disputes. Plagiarism or unauthorized use of third-party graphics, fonts, or creative materials is strictly prohibited.

(2) The logo shall be highly versatile and scalable and shall remain clear and recognizable when reduced to small sizes, such as for badges, stationery, and mobile app icons. It shall also be suitable for a wide range of applications, including standard printing, large-format inkjet printing, and digital displays.

(3) The composition shall be clean and coherent, with a clear visual focal point. Excessively complex details and

unnecessary decorative elements shall be avoided. The design shall balance artistic expression with practical applicability.

2. Color and Layout Specifications

(1) **Color Requirements:** The primary color palette should consist of no more than three colors. Both **CMYK values for print applications and RGB values** for digital display shall be provided. A black-and-white version shall also be developed to ensure that the logo remains fully legible and recognizable in both monochrome and reversed-out applications.

(2) **Layout Requirements:** Both horizontal and vertical logo lockups shall be developed to accommodate different formats and media, including horizontal banners, portrait-oriented materials, and square icons.

(3) **Extended Application Requirements:** A basic design concept for supporting graphic elements shall also be provided, allowing extension to office stationery, cultural and creative merchandise, conference backdrops, promotional posters, and other relevant applications.

IV. Submission Requirements

1. **Electronic Files:** A high-resolution electronic version of the display board shall be submitted in JPG format at a

resolution of no less than 300 dpi. The logo vector source file in AI or CDR format shall also be copied and submitted on site together with the final-round presentation slides.

2. File-Naming Convention: All electronic file names shall follow this format: “Full Name of the Institution – Logo Design – File Type”. E.g.: “XX Vocational and Technical College – Logo Design – Vector Source File”.

V. Compliance Requirements and Prohibited Content

1. Submissions must not contain any content that violates applicable laws or regulations, harms the sentiments of any nation or ethnic group, or violates religious taboos. No submission may undermine the spirit or image of friendly cooperation between China and SEAMEO Member Countries.

2. Commercial logos, advertising content, and third-party brand elements unrelated to the Competition are strictly prohibited.

3. The design style shall be consistent with the positioning of an official educational exchange event. Overly entertainment-oriented or vulgar forms of expression shall be avoided.

4. The intellectual property rights in all submitted designs shall belong to the Organizing Committee. The Organizing

Committee shall have the right to modify, promote, put into production, and further develop the submitted works.

The Organizing Committee of the “2026 China-ASEAN SEAMEO Creative Merchandise Design Competition” shall be responsible for the interpretation of these Guidelines. Any matters not covered herein will be announced separately through the dedicated liaison group for the final round.