Maldives Airports Company Limited
Logo and Slogan Design Competition

Introduction
On the occasion of INIA’s 50th Anniversary the management of MACL has decided to rebrand the whole airport with all relevant aspects being considered. In this regard MACL is pleased to open a nationwide logo competition for the creative artists of the Maldives.

The winning design will be used as the Official Logo of Maldives Airports Company Limited (MACL), including promotional items of the scheme and other initiatives, as well as in the official website of MACL.

Prize
- The winning designer will receive a cash prize of MVR50,000.00 (Maldivian Rufiyaa Fifty Thousand Only)
- The winning design will be announced on our website www.macl.aero on 7th September 2015.

Eligibility
- The contest is open Nationwide to ALL Maldivian individuals/ registered businesses or institutions in Maldives and Maldivian Designers.
- If submitting by a business entity or an institution the contestant should submit proof of designing or graphical initiative undergone by the business entity or the institution.
- Employees of Maldives Airports Company Limited are not eligible to enter this contest.
- There is no age limit to participate in the contest.

Requirements and Specifications
Contestants should submit their entries for the competition according to the following requirements and specifications. Entries not meeting these criteria will not be accepted for judging.

a. Specifications and formatting
- All submitted work must be original and not based on any pre-existing design.

- The design should be dynamic, unique, creative, memorable, and should reflect the objective to promote “Maldives Aviation, Tourism and Culture”.

• The logo should incorporate such a slogan that the designer think would be creative with the key products engaged in MACL’s business. Slogan should be limited to 5 words maximum.
• In case, if the logo/slogan is selected from two different contestants, the prize will be split among the two contestants; winning logo MVR 40, 000 (MVR Forty Thousand Only) & Slogan winner MVR 10,000 (MVR Ten Thousand Only).

For purposes of submission, contestants should submit the design as:

1. A single image file including both black and white and color versions of logo on a white background (no transparency), in .gif, .ai, .pdf, .eps, .psd and .jpeg format, placed in a resolution of 150 dpi.

2. Color profiles: Greyscale, RGB, CMYK and PANTONE.

3. A single multi-page pdf set for high resolution, containing the following in this order and with the following page restrictions:
   • Page 1: logo in color (at least 3 colors)
   • Page 2: logo in black and white
   • Page 3&4: logo shown in use (eg. webpage, invitations, reports, T-shirt etc.)
   • Page 5: documentation (summary description or explanation of logo symbolism, designer’s intent)
   • Page 6: brief summary of how the main element and sub element have been derived.
   • Page 7: contestant shall present concept sketch (minimum 5 and maximum 10 sketches) providing explanation of how concepts have been derived.
   • Page 8: short biographic information of designer or studio.

4. MACL prefers that the design elements for the characters used in the logo are created for this specific logo by the designer or studio themselves. The legal rights for exclusive use and right to modify these characters will be transferred to MACL as part of the logo.

5. The logo should incorporate non-standard fonts only, the contestant must be able to provide MACL with the font should the logo be selected and in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights to MACL.

6. The chosen winner MUST be able to provide a high-resolution vector file in EPS format.

7. The contest should submit both hard and soft copies.
b. Design guidelines
The logo should:

- Correspond to the underlying idea of Maldives Aviation, Tourism and Culture
- Be modern, simple, smart, recognizable and memorable.
- Work both in color and black and white, and be adoptable to different scales and different uses (e.g. webpages, e-mails, hard copy, projected image, posters etc.)
- The logo should be adhering to the Golden Ratio of design, in proportions.
- Logo should portray the theme purely in graphic terms without verbal intellectual interpretation.
- The slogan should be in both Dhivehi and English Language.

Selection of Winner
All entry designs will be screened and those that comply with the contest rules, and have met the guidelines and specifications,

- Judging shall be done by a panel put forward by MACL.
- The winner will be notified by email, after the judging panel has made the decision.
- The judging panel will consider the design of the logo to the relevance of the theme (Maldives Aviation, Tourism & Culture) and its objectives,
- The look and feel of the logo and the adoptability of the logo for use in different promotional materials.

The judging panel, after considering all these aspects, has the discretion to choose the best logo from the collection of logos that are submitted. In the event that no entry is selected, MACL reserves the right to declare no winner and announce the contest again at a later stage. Decision of the judging panel and MACL is final.

Deadline
All contestants must submit their designs and completed Application Form by 27th August 2015 before 1500 hours to the following address in a closed envelope addressed to:

Logo and Slogan Design Competition
Commercial & Marketing
Maldives Airports Company Ltd
Ibrahim Nasir International Airport
Hulhulé 22000
Republic of Maldives

MACL retains the right to reject any entries after the deadline.
Intellectual Property Rights

- Unless a submission is selected as the winner, each designer retains all intellectual property considerations associated with their submission.

- Entries should not violate any intellectual property, including, but not limited to patents, trademarks, and copyrights.

- By admitting their entry the designer certifies that the entry is original, created solely by the entrant and no other person or entity holds rights to the entry and its components.

- In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to MACL. MACL has the legal right to publish, edit and display the submitted image for any suitable purpose and forbids the winner to use the logo elsewhere.

- If the logo incorporates non-standards fonts, the contestant must be able to provide the MACL with the font should the logo be selected. And, in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights to MACL, if the design elements for the characters used in the logo are created for this specific logo by the designer or studio themselves, the legal rights for exclusive use, and right to modify these characters will be transferred to MACL as part of the logo.

- The contestant is responsible for the contents of the logo which cannot include copyright protected material.

- The contestant must have the rights for all the texts and images and fonts used in the submitted work, and must transfer these rights to MACL.

- The entry must not benefit any company, organization, political party or official interest group by the use, for instance, of logos, brands, or repress.

Contact
The competition is being managed and organized by the Maldives Airports Company Limited (MACL). For inquiries, please email to branding@macl.aero or +9603325511

Date: 21st July 2015