



Actuarial Society of the Philippines

Contest Mechanics

- The contest is open to ASP members (Affiliates, Associates and Fellows) only. Each member can submit as many entries as they wish.
- Logo should be dynamic, unique, creative and incorporate the full ASP theme: *“Reinforcing Foundation. Deepening Fellowship. Having Fun.”*
- Logo should be attractive. It should be bright and colorful and elicits a positive response to those who see it. Each design should be submitted in two versions - 1) color and 2) black and white or grayscale.
- Logo should inspire and motivate those who see it to take action consistent with the ASP theme.
- Logo should not be similar to other existing logos.
- Logo can link up to ASP logo or to venue of ASP convention (although not required).
- The logo may incorporate other imagery, abstract symbols, so long as the full ASP theme is included somewhere in the logo. To this extent, the full ASP theme can be displayed in a smaller font size than the main image, if there exists a main image.
- Each design submitted must include a brief rationale and a description of the elements used and what they stand for.
- Logo design should be convertible into a usable web version and a scalable vector, print quality version of the logo. The logo must adapt well to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.
- For purposes of submission, please submit the design in .png, .jpg or .psd for (Resolution of 300 dpi) AND as a .pdf file (less than 10MB). If the logo incorporates non-standards fonts, you must be able to provide us with the font should your logo be selected. If you are chosen as a winner, you **MUST** be able to provide a high-resolution vector file.
- Deadline for submission is on **April 22, 2016**. All entries should be emailed to Maria.Katrina.Munsayac@willistowerswatson.com.
- The Programs and Arrangements Committee together with the ASP Board will choose the winners.

2016

THEME

LOGO MAKING CONTEST

REINFORCING *Foundation* • DEEPENING *Fellowship* • HAVING *Fun*

Grand prize : P3,000 worth of prizes
4 Consolation prizes: P500 worth of prizes each