

HONG KONG ENGINEERING

BANNER & LOGO

WEEK 2011

Design Competition

HONG KONG ENGINEERING WEEK 2011

(HKEW2011) is a mega event bundling a series of events, which aims at bringing out the collective contribution of various engineering professionals and promoting them as disciplines for the good of the community of Hong Kong.

It is now your chance to contribute to this meaningful event and help promote engineering in Hong Kong by designing the logo and banner for the Hong Kong Engineering Week 2011 !

RULES: Design a logo, horizontal and vertical banner for HKEW2011

WHO: Members / staff / students from all HKEW2011 organizing parties

PRIZE: Cash prize of HK\$2,000, a certificate and a VIP pass for all HKEW events

SUBMISSION DEADLINE: 22nd November

2010

* Details for the design rules and guidelines can be referred to the attached document

* Enquiries and Submission:
designcompetition@engineeringweek.hk

ORGANIZERS:

Institution of
**MECHANICAL
ENGINEERS**



THE HONG KONG INSTITUTION OF ENGINEERS
Mechanical,
Marine,
Naval Architecture and
Chemical Division
機械、輪機、造船及化工分部



Hong Kong Section

機電工程署
EMSD



香港大學
THE UNIVERSITY OF HONG KONG
Department of Mechanical Engineering



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學
Department of Mechanical Engineering



香港科技大學
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY
Department of Mechanical Engineering



HONG KONG
Engineering Week 2011
Logo and Banner Design Competition

RULES AND GUIDELINES

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1. BACKGROUND

Engineering is much more relevant to our daily lives than perhaps it is given credit for. It is particularly important to promote engineering among the young generation, whose attraction to the professions is critical in ensuring continuous engineering excellence to help drive our world forward. Hong Kong Engineering Week 2011 (HKEW2011) is a mega event bundling a series of events, which aims at bringing out the collective contribution of various engineering professional and promoting them as disciplines for the good of the community of Hong Kong. The HKEW2011 is jointly organized by three engineering organizations, four local universities and one government department. It is now your chance to contribute to this meaningful event and help promote engineering in Hong Kong!

You are invited to join the logo and banners design competition for the HKEW2011. The winning design will be used throughout the whole HKEW2011 program and the winner will be presented with certificate and cash prize at the Engineering Carnival – one of the main events of the HKEW2011.

The HKEW2011 consists of 7 major events in March 2011, which includes:

- Young Inventor Competition
- Plant Visit for the Public
- Distinguished Public Lectures
- Speak Out for Engineering Presentation Competition
- International Conference
- Design for Elderly Competition
- Engineering Carnival

1.1 HKEW2011 Organizers

The HKEW2011 is jointly organized by eight local organizations:

- 1 Institution of Mechanical Engineers – Hong Kong Branch (IMechE – HK Branch)
- 2 Hong Kong Institution of Engineers – Mechanical, Marine, Naval Architecture and Chemical Division (HKIE- MMNC)
- 3 American Society of Mechanical Engineers – Hong Kong Section (ASME – HK)
- 4 Electrical and Mechanical Services Department, HKSAR Government (EMSD)
- 5 Mechanical Engineering Department, The University of Hong Kong
- 6 Mechanical Engineering Department, The Hong Kong Polytechnic University
- 7 Mechanical Engineering Department, The Hong Kong University of Science and Technology
- 8 Mechanical and Automation Engineering Department, The Chinese University of Hong Kong

2. TARGET GROUP

All members/students/staff from the eight HKEW2011 organizing parties are welcomed to join the competition. (Please refer to section 1.1)

3. SUBMISSIONS AND FORMAT

3.1 Formats and requirements

Participants are required to submit at least one full set of designs, which include three items:

1. The HKEW Logo
2. The HKEW Horizontal Banner (W300cm X H91cm)
3. The HKEW Vertical Banner (W80cm X H200cm)

The designs should be in pdf or tiff formats, 300dpi. Participants are allowed to submit more than one full set of designs. Due to the limitation of email size, please reduce the total file size within 10MB at submission. The full size files (including the design files) will be requested for the winning design. Please submit the reduced size files to the following email address:

designcompetition@engineeringweek.hk

Submission deadline is 22nd NOVEMBER 2010.

3.2 Nomenclature of design files

Please name the design file according to the rules and example shown below:

Example Design File Name:

Full Name of participant The second set of designs submitted

CHAN_TAI_MAN_VERTICAL_2

Horizontal or Vertical Banner or Logo

4. SELECTION AND PRIZE

- All the designs will be circulated and voted among the HKEW Organizing Committee.
- The best set of design will be awarded:
 - A cash prize of HK\$ 2,000,
 - A certificate and
 - A perpetual VIP pass having privilege to join all the HKEW2011 events and future Engineering Week events free of charge.
- The competition result will be announced on 30th November 2010 on the engineering week website (www.engineeringweek.hk). The winner will be notified and invited to the Engineering Carnival – one of the main events of HKEW2011 in March 2011 to receive the award.
- The winning design would be produced and used in all events during the HKEW2011 and future HKEW events.

5. DESIGN RULES AND GUIDELINES

5.1 HKEW Logo

The winning HKEW logo will be used in a wide range of HKEW materials including the website, leaflets, banners, posters...etc. The logo should consist of the following elements:

1. The main language used in the logo should be English
2. The logo shall be so designed to give Hong Kong Engineering Week an unique identity in promoting engineering
3. The logo should avoid incorporating the year of the event (i.e.2011)
4. The logo should be in reasonable size
5. The file should be in pdf or tiff format
6. The file should have a resolution of 300 dpi

5.2 HKEW Horizontal Banner

The winning HKEW horizontal banner will be produced and used in all the HKEW events. The horizontal banner should consist of the following elements:

1. The banner should serve as a banner framework design for all the HKEW events, in which a centre part of the banner should be left empty for putting the respective event name. (Please refer to **Figure 1** for details)
2. The main language used in the banner should be English
3. The banner design shall emanate the following messages:
 - a. Every aspect of our daily life is under-pinned by engineering together with science and technology
 - b. Engineering could help to shape our future
 - c. Engineering could be fun and "green"
4. The banner should include the logos for the organizers with reasonable and appropriate sizes and spacing. (The logos for the organizers are attached in section 7.)
5. The banner should reserve an area for the HKEW2011 sponsors' logos
6. The banner size should be W300cm X H91cm
7. The banner design could be used for the stage back drop
8. The file should be in pdf or tiff format with a resolution of 300dpi
9. Any photos used in the banner should be copyright free

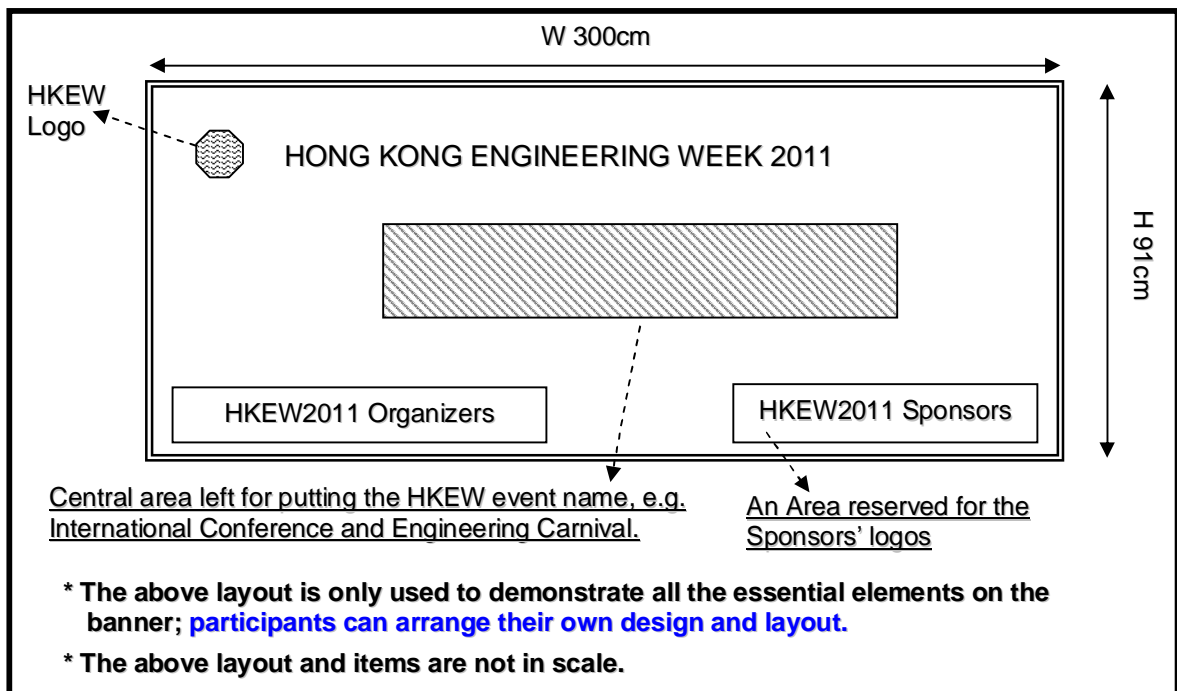


Figure 1. An example showing all the essential elements for the horizontal banner layout

5.3 HKEW Vertical Banner

The winning HKEW vertical banner will be produced and used in all the HKEW events. The vertical banner should consist of the following elements:

1. The banner should serve as a banner framework design for all the HKEW events, in which a centre part of the banner should be left empty for putting the respective event name. (Please refer to **Figure 2** for details)
2. The main language used in the banner should be English
3. The banner design shall emanate the following messages:
 - a. Every aspect of our daily life is under-pinned by engineering together with science and technology
 - b. Engineering could help to shape our future
 - c. Engineering could be fun and "green"
4. The banner should include the logos for the organizers with reasonable and appropriate sizes and spacing. (The logos for the organizers are attached in section 7.)
5. The banner should reserve an area for the HKEW2011 sponsors' logos
6. The banner size should be W80cm X H200cm
7. The file should be in pdf or tiff format with a resolution of 300dpi
8. Any photos used in the banner should be copyright free

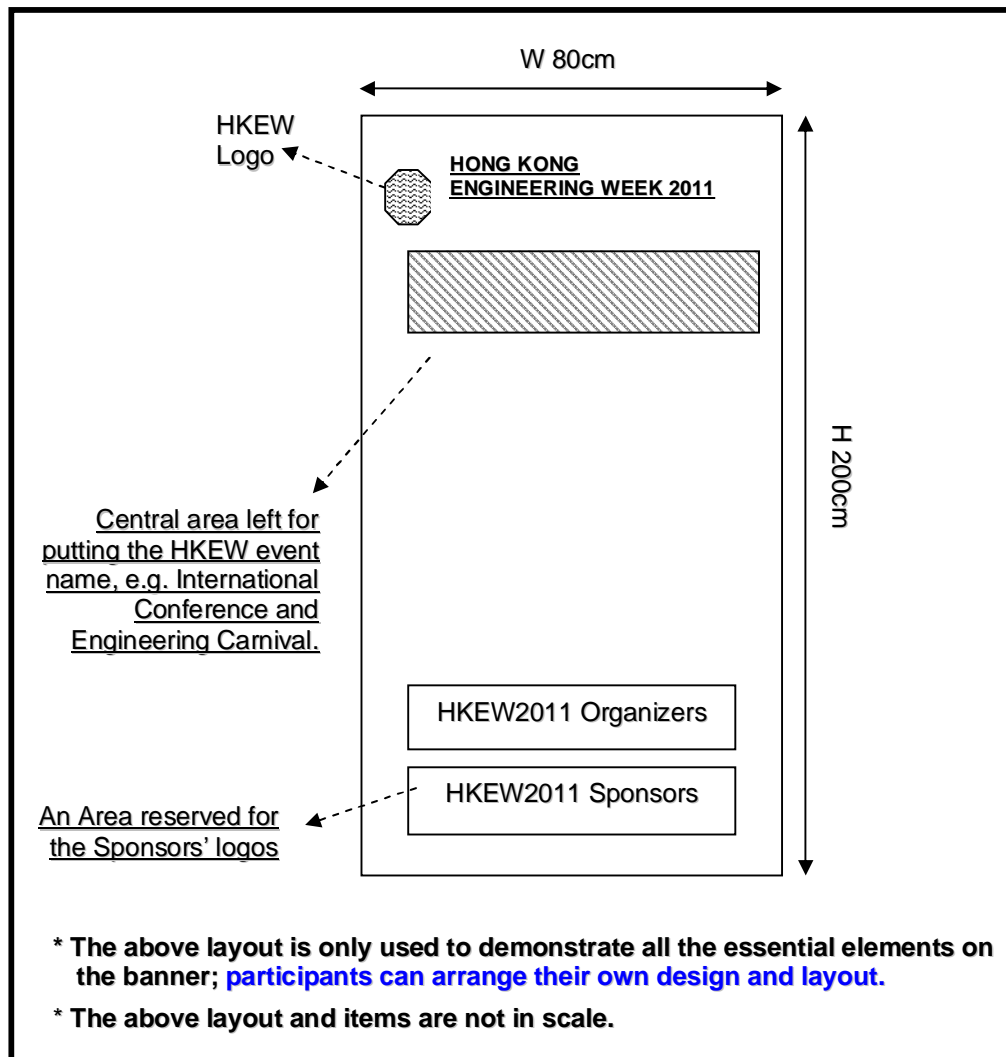


Figure 2. An example showing all the essential elements for the vertical banner layout

6. ENQUIRIES

For further enquiries, please feel free to send emails to:

designcompetition@engineeringweek.hk

7. LOGOS FOR ORGANIZERS

The participants can request the design files (i.e. .ai/.eps files) for the logos in larger resolutions through emailing to designcompetition@engineeringweek.hk

7.1 IMechE – HK Branch



7.2 HKIE – MMNC



7.3 ASME – HK Section



Hong Kong Section

7.4 EMSD – HKSAR Government



7.5 HKU



7.6 CUHK



7.7 POLYU



7.8 HKUST



HONG KONG ENGINEERING WEEK 2011 BANNER AND LOGO DESIGN COMPETITION

ENROLLMENT FORM

- Enrolment should be submitted by [22nd November 2010](#).
- Alongside with the enrollment form, applicants also need to submit the reduced size files for the banner and logo designs with total file size not larger than 10MB to the following email: designcompetition@engineeringweek.hk

ENTRANTS' DETAILS	
FULL NAME	
MEMBERSHIP	<input type="checkbox"/> HKIE - MMNC <input type="checkbox"/> IMechE - HKB <input type="checkbox"/> ASME - HK <input type="checkbox"/> EMSD - HKSAR <input type="checkbox"/> HKU - ME <input type="checkbox"/> POLYU - ME <input type="checkbox"/> CUHK - ME <input type="checkbox"/> HKUST - ME
ADDRESS	
CONTACT NUMBER	
EMAIL	

SUBMITTED LOGO AND BANNER DESIGN FILES DETAILS	
Total Number of Logo Design Submitted:	
Submitted Logo File Names:	
1 st Logo Design	
2 nd Logo Design	
3 rd Logo Design	
Total Number of Vertical Banner Design Submitted:	
Submitted Banner File Names:	
1 st Vertical Banner Design	
2 nd Vertical Banner Design	
3 rd Vertical Banner Design	
Total Number of Horizontal Banner Design Submitted:	
Submitted Banner File Names:	
1 st Horizontal Banner Design	
2 nd Horizontal Banner Design	
3 rd Horizontal Banner Design	

DISCLAIMER	
<p>I _____ confirm that the photograph(s) used in the designs is copyright free and I have full authority to use the photo(s). The Engineering Week Organizing Committee has authority to use this / these photo(s) and design(s) for other purpose(s) in the future.</p>	
<p>_____</p> <p>Signature</p>	<p>_____</p> <p>Date</p>

Submission and Enquiry:
 Email: designcompetition@engineeringweek.hk