



About the ASEAN-Canada Relationship and the 35th Anniversary

ASEAN and Canada share a special bond based on common values, mutual respect and friendship. As one of ASEAN's longest standing Dialogue Partners, dating back to 1977, ASEAN and Canada have forged a strong partnership through collaboration on a wide range of areas of mutual interest, including human rights, trade and investment, counter terrorism and transnational crime, health and pandemic preparedness. Over the past few years, the ASEAN-Canada relationship reached new heights through the Canadian accession to the Treaty of Amity and Cooperation in Southeast Asia and the adoption of the ASEAN-Canada Plan of Action. Most recently, on July 22, 2011, Foreign Ministers from ASEAN Member States and Canada collectively endorsed the 35th anniversary theme "*35 Years of Partnership and Friendship*". The theme is

representative of the positive and fruitful ties that enjoy ASEAN and Canada. The 35th

Anniversary represents a significant milestone that deserves to be celebrated and showcased with the peoples of ASEAN and Canada.

Design Guidelines

The anniversary logo should take into account emblems from Canada and ASEAN, notably the national flag of Canada and the flag of ASEAN. The logo should also be concise and easy to recognize. Flexibility will be important in order to allow for resizing, and it should also look presentable both in colour and in black and white. The logo will be used in a variety of

promotion material including publications, letters, envelopes, invitation card, badges, folders etc. Applicants are therefore encouraged to conduct a little research on ASEAN and Canada by visiting www.asean.org ; www.international.gc.ca ; or any other related website or publication.

Eligibility

The competition is eligible to young nationals from ASEAN Member States and Canada ranging in ages 16-21 years old by December 31, 2011.

Winner Selection and Prizes

The ASEAN Committee of Permanent Representatives and the Canadian Ambassador to ASEAN will be responsible for the selection of the final winner of the competition. The designer of the winning logo will receive a new BlackBerry Bold 9900 smartphone, while the runner-up will be rewarded with a new BlackBerry PlayBook. Both products are graciously provided by Research In Motion, a global leader in wireless innovation helping millions of people to stay connected.

Submission Details and Deadline

All the entries should be submitted by email to JKRTA.Competition-Concours@international.gc.ca and ryan.rahardjo@ASEAN.org . The subject of the email should be "Logo for ASEAN-Canada 35th Anniversary".

- The entries must be submitted in jpg, png or gif format.
- All entries by email should include a completed Logo [Registration Form](#) .
- The deadline for entries is 24h00 on Friday, November 18, 2011, Jakarta Time (or 13h00 on Thursday, November 17, 2011, Ottawa time).