

SAF Yacht Club Logo Competition Brief

“SAF Yacht Club (SAFYC) is a sailing and marina Club in Singapore that provide comprehensive sea-sports activities, social events, boating and yachting pleasures to outdoor enthusiasts. The Club’s operation started since 1967 and had 2 running clubhouses until 2017 when we had to give up our Changi clubhouse to pave the way for national development. As the operations were finally consolidated in our Sembawang clubhouse, the management pushed for the redevelopment of the Club for more facilities and better environment for members.

With the developments and upgrade of the Club, an update of the brand was also kicked-off. The brand update will start with a Logo Competition for the new and refreshed SAFYC logo that will carry the values and image of the Club.

We take pride in our mission to provide effective and efficient boating and sailing facilities as well as services in a conducive and harmonious environment so that our Members can positively experience the joy of sea-sport activities and social interactions. With the new logo of SAFYC, we hope to embody the essence of the nautical lifestyle that the Club provides.”

Objective: To put forward a new logo for the Club in conjunction with the Club’s redevelopment and modernization. For the Club to be represented by a logo that is forward-looking and more appealing.

Mode: Logo Competition

Theme: Nautical & Modern/Forward Looking

Duration of competition: 2 months

Orientation of logo: Should be available in portrait and landscape orientations

Colour: Not more than 3 colours (excluding black & white)

Format of entry submission: Soft copy in A4 size, jpg format in black and white background

Output formats needed once design is chosen: Minimum of 300dpi in PSD, AI, PNG, JPG, TIFF, PDF

Eligibility: This contest is open to anyone on an individual basis.

Include write-up to explain the concept of your design in 100 words or less.

Important guidelines:

1. Unlimited entries per person.
2. Logo must be original and must not have received any previous awards.
3. The logo will be used online, in print, on formal documents and publications and other uses that SAFYC deems appropriate. Flexibility is a key requirement, including the need to resize easily and to look good in black & white as well as colour. The final version of the logo will need to be suitable for high quality printing.

4. Any person submitting a logo proposal for the competition certifies that he/she is the designer. He/she also certifies that the logo does not infringe the rights of any third party and is not in violation of any copyright. Contestant(s) will keep the SAFYC fully indemnified against all costs claims expenses of any nature whatsoever and demands charges or liabilities of any description whatsoever whether arising from copyrights or proprietary issues which are caused directly or indirectly by the contestant(s).
5. SAFYC reserves the rights to make minor adjustments to the artwork where the club deemed appropriate; however advance notice will be given to the winner prior to any changes.
6. By participating in the competition, participants accept all competition rules and agree to be bound by them.
7. All entries will become the property of SAF Yacht Club. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to SAF Yacht Club.
8. We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in email.
9. The decisions of SAF Yacht Club will be final.

The winning entry will be selected based on the following:

1. Originality
2. Creativity
3. Representation of SAF Yacht Club

Prizes:

Winner: S\$800 cash (Additional 6 months sub fee waiver of up to \$570 for existing SAFYC members)

1st runner up: S\$500 cash

2nd runner up: S\$300 cash

You may submit your entries at logo@safyc.org.sg with subject **SAFYC Logo Competition 2019**.