



Logo Design Competition

The 70th Anniversary of the Establishment of Diplomatic Relations between the Kingdom of Thailand and the Democratic Socialist Republic of Sri Lanka

Objective

1. To celebrate the 70th anniversary of the establishment of diplomatic relations between the Kingdom of Thailand and the Democratic Socialist Republic of Sri Lanka.
2. The logo will be used in all activities and official documents related to the celebration of the 70th anniversary of diplomatic relations.

Timeline

1. Application period: 20 January - 28 February 2025
2. Announcement of winners: 14 March 2025

Theme

“70 Years of Friendship between the Kingdom of Thailand and the Democratic Socialist Republic of Sri Lanka”

Rules

1. Applicants must be Thai or Sri Lankan nationals and must not be officials or family members of officials from the Ministry of Foreign Affairs of Thailand, Ministry of Foreign Affairs of Sri Lanka, Royal Thai Embassy in Colombo, and the Embassy of Sri Lanka in Thailand.
2. The contestant should reside in Thailand or Sri Lanka.
3. Each contestant may submit only one design.
4. The logo design should reflect the friendship between Thailand and Sri Lanka.
5. The logo design must: (1) be presented in a digital format (PNG or JPEG) and (2) have a file size no larger than 5MB and a resolution above 350 dpi.
6. The design must contain the words “70th Anniversary of Thailand - Sri Lanka Diplomatic Relations”.
7. Each contestant shall submit a brief explanation (less than one page in Thai or English) with the completed application form and the logo design via email at southasia.mfa@gmail.com by 28 February 2025.
8. Winners of the competition will be announced on the website and other relevant channels of the Ministry of Foreign Affairs of Thailand, the Embassy of Sri Lanka in Thailand and other related agencies on 14 March 2025.

9. The Ministry of Foreign Affairs will organize an award ceremony in Bangkok for the winners. If the award recipients reside in Sri Lanka, the Royal Thai Embassy in Colombo will organize an award ceremony, which will be livestreamed through the Ministry of Foreign Affairs' channels. The Ministry of Foreign Affairs will announce the date, time, and venue details at a later date.
10. The use of AI-generated tools for logo design is strictly prohibited. Any entry found to violate this rule will be disqualified from the competition.

Terms and conditions

1. The logo must be an original design, has never been published before, and does not infringe upon any third party's copyright and intellectual property rights in both countries.
2. The winner shall transfer the intellectual property rights of the logo for use by both Ministries of Foreign Affairs for publicity, education, communication, or commemorative events.
3. The organizer reserves the right to modify the winning design without prior notice. The organizer reserves the right to modify any competition rules and conditions as necessary.
4. The submitted works will be judged by the committee selected by the organizer.
5. The committee's decision is final and binding.

Criteria

1. Artistry and emotional expression (30 points)
2. Creativity (35 points)
3. Reflection of the theme (35 points)

Awards

1. First prize winner: 50,000 THB (approximately USD 1,460)
2. 1st Runner up: 30,000 THB (approximately USD 870)
3. 2nd Runner up: 15,000 THB (approximately USD 440)

Note: The prize money is jointly sponsored by the Ministry of Foreign Affairs of Thailand and the Embassy of Sri Lanka in Thailand (50% each).

The actual value in USD may vary depending on the exchange rate.

Contact

For inquiries, please contact southasia.mfa@gmail.com



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Application Form			
Full Name			
Nationality			
Gender			
Date of Birth (DD/MM/YYYY)		Age	
Occupation			
Address			
Mobile phone			
Email			

Note: Please submit the logo design via southasia.mfa@gmail.com by 28 February 2025

1. The applicant accepts with the Terms and Conditions of the Logo competition and agrees to abide by the competition rules.
2. The applicant hereby certifies that the information above is true and correct.

Submission Date:.....

Signature:.....



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the Kingdom of Thailand and the Democratic Socialist Republic of
Sri Lanka**

Brief Explanation about the Logo

Note: Please submit the logo design via southasia.mfa@gmail.com by 28 February 2025

Selection Committee and Scoring Criteria

1. Committee Members

Thai Side

(1) Director-General of the Department of South Asian, Middle East and African Affairs

(2) Ambassador of Thailand to Sri Lanka

(3) Thai Representative

Sri Lankan Side

(1) Ambassador of Sri Lanka to Thailand

(2) Sri Lankan Representative

(3) Sri Lankan Representative

2. Judging Process

Each committee member shall evaluate and score only their top 10 preferred logos according to the attached scoring table. The top 10 selections from each committee member will be consolidated with other committee members' scores to determine the final 3 prize winners.
