

# 20<sup>th</sup> Anniversary Logo and Motto Design Competition

## Background

UTAR is celebrating its 20th anniversary in 2022.

Thus, UTAR 20th Anniversary Logo and Motto Design Competition 2021 is held to commemorate UTAR milestones and achievements in the field of higher education since its establishment 20 years ago.

## Objectives

- To celebrate UTAR 20th Anniversary with a memorable activity that creates value among UTAR community.
- To create UTAR 20th Anniversary logo and motto that captures the value of UTAR while commemorating its 20th anniversary.
- To promote core values of UTAR among UTAR community.
- To cultivate a sense of self-belonging of UTAR among UTAR community.

## Eligibility

- This competition is open to all Universiti Tunku Abdul Rahman (UTAR) students, staff members and alumni
- This is an individual work
- Multiple entries per contestant are allowed
- Each winner is only entitled to one (1) prize, regardless of the number of the entries made by the same winner.

## ~ Logo and the Motto ~

- Submission of logo must be accompanied by a motto.
- Logos should reflect the identity of UTAR and its core values while commemorating UTAR 20th Anniversary.
- The language of the Motto could be up to 3 languages with at least 2 languages including English.
- The motto should be in 8 (eight) words or less.
- Logo artwork can be a computer graphic or hand sketch

## ~ Submission ~

Submission Deadline: 30 November 2021, Tuesday, 11.59pm

The submission must contain:

- Registration form (one form per design) – (Google Form)
- Declaration
- Describe the concept and the symbolic elements used in the logo design in no more than 100 words. Soft copy of logo with motto in JPG format (at least 300 dpi or 1200 x 1200 pixels). In case of hand sketch, scanned image in JPG format has to be submitted.

*UTAR reserves the absolute right to disqualify entries which are incomplete, illegible or disfigured, or late entries.*



## Prizes



### 1st Prize

RM500 Cash  
+  
Certificate



### 2nd Prize

RM300 Cash  
+  
Certificate



### 3rd Prize

RM200 Cash  
+  
Certificate

100%  
FREE

**Registration and Participation**

## Entry Form and Competition Rules

Just scan the QR code or visit the link below\*:



<https://forms.gle/EbtGEUY9SV3bUres5>

*\*Please ensure that you are logged on to your personal email account before accessing this form*

**For further enquiries and assistance, please contact:**

Department of Student Affairs (DSA), Universiti Tunku Abdul Rahman  
Generail Email: [dsa@utar.edu.my](mailto:dsa@utar.edu.my)

**Kampar Campus**  
Ms Serena Chai Lai San  
[chails@utar.edu.my](mailto:chails@utar.edu.my)  
016-2100864

◀ ..... Hotline (Monday-Friday, 9am-5pm) ..... ▶

**Sungai Long Campus**  
Cik Nurul Izwazi Mohd Nor  
[izwazi@utar.edu.my](mailto:izwazi@utar.edu.my)  
016-2100862