

FEDERATION OF MALAYSIAN MANUFACTURERS

2018 LOGO DESIGN COMPETITION

FMM Rebranding & 50th Anniversary Task Force

DESIGN BRIEF

The Federation of Malaysian Manufacturers (FMM) invites the public to participate in a logo design competition with the intention to rebrand the image of the Federation.

A. FMM PROFILE

FMM is Malaysia's largest industry organisation, representing the interests of over 3,000 manufacturing and manufacturing related companies. Established in 1968 by 60 founding members, FMM has grown to become a premier industry organisation. FMM is led by a strong management team of 153 full-time employees, has a nationwide network of nine branches and one representative office and four subsidiaries and works through more than 100 working committees and sub-committees at the head office and branches.

Acknowledged as the voice of industry, FMM continues to lead and spearhead development of the manufacturing sector, a major sector and contributor to the growth of the Malaysian economy. The Federation's main objective is advocating the interests of industry to ensure a conducive environment that facilitates and promotes businesses. Its programmes and activities are also aimed at enhancing the capability and competitiveness of member companies as well as expanding their business networks and opportunities.

B. CURRENT FMM LOGO



The FMM logo in gold and black reflects the strength and wealth of the manufacturing sector. The stylised letters of FMM are rendered graphically to represent the tools, cogs and wheels that are integral part of manufacturing activities.

All these elements are composed within a circle to signify unity in goals and vision.

SCHEDULES

Competition Opens

Thursday February 15, 2018

Submission Deadline

Thursday March 15, 2018 by 5.00pm GMT+8

Announcement of Result

May 2018

FEES

Participation for the logo design competition is **FREE-OF-CHARGE**.

PRIZES

Monetary cash prize:

- **RM 2,000** for winning design of Category 1
- **RM 3,000** for winning design of Category 2

DESIGN CRITERIA

A complete submission should comprise of TWO logos; ONE logo each for the following categories:

- I. **CATEGORY 1 : REFRESH DESIGN OF CURRENT FMM LOGO** (ONE LOGO)
- II. **CATEGORY 2 : NEW LOGO DESIGN** (ONE LOGO)

All design entries will be judged based on the following criteria:

A. VISIONARY POTENTIAL

The design must embody the Federation as it moves forward in the 21st century in supporting the members' effort to embrace the fourth industrial revolution, to ensure Malaysian industries are globally competitive.

B. PROFESSIONAL INTEGRITY

The design will signify the Federation as a professional organisation recognised by the Government and the business communities. The design must appropriately represent the professional image.

C. REPRODUCTION VALUE

The design should be executed in such way that it is suitable for any and all applications in all varieties of marketing materials for the Federation ranging from letterheads to banners to print publications in colours and also monochrome.

DELIVERABLES

Deliverable requirements must be followed exactly and include:

1. Completed Entry Form (last page)
2. Concise narrative describing your submission (100 words limit for each logo)
3. CD with Digital Image Files of Design Entry
 - Adobe Illustrator File or Editable Vector PDF
 - Minimum resolution of 600 DPI

All deliverables shall be in sealed envelope and delivered to:

Membership Division
Federation of Malaysian Manufacturers
Wisma FMM, No 3, Persiaran Dagang, PJU 9
Bandar Sri Damansara
52200 Kuala Lumpur

JUDGING AND SELECTION OF WINNER

1. The winning designs will be selected by judges appointed for the purpose and by the FMM Rebranding & 50th Anniversary Task Force. Their decision will be final. No further correspondence shall be entered into.
2. FMM reserves the right not to use the winning design for whatever reason at its sole discretion.

ENTRY FORM

Please fill in the entry form below in its entirety and include it as part of your deliverable submission. One entry form must be filled up for each entry submitted.

PARTICULAR

NAME

EMAIL

PHONE

ADDRESS

ELIGIBILITY

The competition is open to individual and corporation except for individual under employment of FMM and FMM Office Bearers. FMM Office Bearers are the President, Immediate Past Presidents, Vice Presidents, Council Members and Branch Chairmen.

RELEASE

By signing the release, I hereby comply with the following:

1. All copyrights belong to FMM. I give FMM the permission to reproduce my submission without restriction.
2. No royalties shall be payable by FMM for use of these materials.
3. I verify that all information provided in this form is true and my submission is subject to disqualification in the event that it is found that any information has been falsified.
4. I affirm that I am the sole designer of the materials identified in the Logo Design Competition entry, that each submitted entry is an original work, and neither these materials nor the permission granted hereby infringes upon the ownership, copyright, trademark or right of others.
5. Any deviation from the competition rules may result in automatic disqualification at the discretion of the Task Force.
6. All proprietary interests shall become the property of FMM.

NAME: DATE:

SIGNATURE: