

2009 YP Workshop Logo Design Contest



TAO-Pilipinas, Inc. is a SEC-registered, non-profit, non-government organization that provides technical assistance to the urban and rural poor in the planning, development and management of their communities. TAO's Young Professionals (YP) program engages students, academics and new practitioners to initiate their involvement with poor communities.

This year we are organizing our annual project, the **YP Workshop on Social Housing**, which is scheduled to be held on October 2009 in Metro Manila. The YP Workshop is a 6-day capability-building program that will gather about 40 participants composed of young design professionals and students (from architecture, engineering and planning schools) and community representatives to orient them on social housing and its related issues and give them an opportunity to implement a small community project. The theme for the 2009 YP Workshop is *"Wat-San in Social Housing: Improving Access to Water Supply and Sanitation for Urban Poor Communities."*

We need a logo to go along with the theme of the 2009 YP Workshop. You have the chance to be named the Official Logo Designer for the 2009 YP Workshop and obtain a sponsored slot in the 6-day program on October 2009.

The winning logo design will be used in various ways, such as in the YP E-newsletter and Website (www.ypws.tao-pilipinas.org), and in printed items and tokens for the 2009 YP Workshop. We look forward to receiving your logo design submission!

Previous YP Workshop Logo Designs:



2005
YP Workshop Logo
by Edra Belga



2006
YP Workshop Logo
by Amillah Rodil



2008
YP Workshop Logo
by Angel Sales

The 2009 YP Workshop Theme
***"Wat-San in Social Housing:
Improving Access to Water Supply and Sanitation
for Urban Poor Communities"***

Water and sanitation (wat-san) are basic requirements to a healthy and dignified living. Yet worldwide, around 900 million people still rely on unimproved drinking-water supplies and 2.5 billion people still remain without improved sanitation facilities (*WHO-UNICEF*). It is typically urban poor areas and informal settlements that have the most unreliable access to wat-san services. Addressing the lack of access to wat-san services also addresses a host of concerns related to health, education, gender equality, economic productivity, and disaster management. For the poor, adequate and safe water supplies mean direct health benefits and time saved which they can use to study or for productive activities to earn more (especially for women). Hygienic sanitation also protects them from health risks and exposure to environmental hazards since many of the areas where the poor live are vulnerable to floods and contamination from polluted water.



Access to safe drinking water and basic sanitation facilities are issues that have always emerged in the YP Workshops' community consultations since we started the training program in 2005. Constantly identified as a problem area in social housing projects, the lack of wat-san services keep these communities, even with the provision of core housing units, blighted and unsustainable. How can designers successfully integrate wat-san issues in social housing? What low-cost design interventions can be applied to improve access to wat-san services in urban poor communities? What existing community resources can be tapped to prevent negative environmental and health impacts arising from unsafe water and unhygienic living conditions? These are just some of the questions participants will try to address as we focus on wat-san issues for this year's YP Orientation Workshop on Social Housing. The YP Workshop aims to provide a learning opportunity for young architects, engineers, and planners and explore sustainable solutions through participatory, bottom-up approaches and direct community interaction.

Official Contest Rules and Guidelines

Eligibility

1. Each participant may submit only one (1) entry. To be eligible to join the contest, you must register online at www.ypws.tao-pilipinas.org. After completing the on-line registration, you will receive a registration number which will also be your entry number.
2. Participation is free of charge. Employees of TAO-Pilipinas and their immediate family may not participate.
3. You must be at least 18 years old and a resident of the Philippines to participate in the contest.

Content

4. The logo design must embody the nature of TAO-Pilipinas' work and make visual reference to the theme of the 2009 YP Workshop.
5. The logo must include the title, "2009 YP Workshop," and the theme, "WatSan in Social Housing: Improving Access to Water Supply and Sanitation for Urban Poor Communities."
6. You may use only one to two main colors in the logo design. White, black and grays and can be used as compliments. The logo must also be suitable for rendition in a monochrome version (black, gray, white).
7. Any font type is acceptable.
8. The logo design must be suitable for public use and viewing.
9. The logo design should be versatile enough to be used on brochures, posters and other printed materials for the workshop, tokens (such as t-shirts, bags, binders), e-newsletter, and YP webpages.

Submission

10. Your submission must be a .JPG file. Image resolution of at least 600 dpi is required. The logo design should fit within the space of a 8.5" x 11" page. (The logo design contest winner shall be asked to provide TAO-Pilipinas with a vector file format of the winning design.)
11. Submissions must be made through e-mail by August 14, 2009 to ypws@tao-pilipinas.org, with LOGO CONTEST and (YOUR ENTRY NUMBER) in the subject line. The design submission should be accompanied by an email message containing a short description (maximum of 200 words) of the design concept.
12. An email will be sent to acknowledge your submission. TAO-Pilipinas is not responsible for lost, late, damaged or never received submissions.

Selection of Winner

13. A panel of judges appointed by TAO-Pilipinas will determine the winning logo design. The winning logo design will be announced by August 31, 2009 and the winner will be notified through e-mail.
14. The judges' votes will be based in the following criteria: overall creativity and concept; clarity of design in conveying the workshop theme; and visual appeal/impact.
15. In the case that the submissions are insufficient in either quality or quantity by the August 14th deadline, TAO-Pilipinas reserves the right to extend the deadline until a time at which the organization is prepared to make a selection.
16. All decisions by the panel of judges will be considered final.

Prizes

17. The 2009 YP Workshop Logo Design Contest winner will receive one complementary registration (sponsored participation worth PhP6,000) for the 2009 YP Workshop **or** PhP 3,000 cash if unable to attend the workshop; a complete set of TAO Shelter magazine (issue nos. 1 to 6), and other prizes to be determined.

General Conditions

18. The design submission should be your original work and has not been used previously in public or as a competition entry, and/or has not been licensed to any other entity. No copyrighted or trademarked images should be included in the design submissions.
19. The selected logo becomes the property of TAO-Pilipinas, and may be used for any purpose determined by TAO-Pilipinas. The basic elements of the logo may be used by TAO-Pilipinas as a template and modified.
20. By submitting a design, you thereby agree to abide by the rules and guidelines of the 2009 YP Workshop Logo Design Contest.

For more information regarding the 2009 YP Workshop Logo Design Contest, please email: ypws@tao-pilipinas.org.