



# **Youth Creativity Festival 2020 Brand Design Competition**

# Background

- The PANAF Youth Creativity Festival 2020 (YCF 2020) is a two (2) part online summit happening on November 19, 20 and 21, 2020.
- The summit is comprised of the 11<sup>th</sup> Youth Congress and 21<sup>st</sup> PANAnaw Brand Competition
- In this regard, **a brand design competition is being launched this July, to promote the Youth Creativity Festival.**

# YCF Brand Design Competition

- **Objective:** Search for the best and brightest creative idea and execution **to promote the Youth Creativity Festival 2020**
- Launched in July and will culminate in August 2020
- Winning entry will be used for the promotion of the Youth Creativity Festival 2020
- Names of the winners will be acknowledged and given recognition during the PANAnaw Competition
- All legal rights pertaining to the design, its applications and modifications belong exclusively to the organizers of PANAF.

# YCF 2020 Brand Design Competition

## **Theme: Future-proofing the Youth**

As the world evolves, from digitalization to merging of offline and online, to even studying / working from home, the youth need to develop a skillset that not only enables them to handle a peek of the future but also equip them to adapt to the ever-changing demands of the workplace of the future.

The challenge is to interpret your views in an attractive key visual that will embody the theme.

# YCF 2020 Brand Design Competition

## Who can join

- Open to all college students officially enrolled for the **school year 2019-2020**.
- Individual or groups of 3-5 students per group

## How to join

- Accomplish registration form [here](#)
- Submit required documents
  - ✓ Scanned copy of student ID
  - ✓ Proof of enrolment/school registration

# YCF 2020 Brand Design Competition

## Expected output

1. Logo design of the Youth Creativity Festival 2020
2. Key visual that can be used as a digital poster
3. Content for social media and other awareness channels
4. 15-second videos (graphics, multimedia) to promote Youth Creativity Festival (*optional*)
5. Template to promote speakers

### ***\*Mandatories***

PANAF logo in all materials

# YCF 2020 Brand Design Competition

## Submission Guidelines

- I. Entry checklist:
  - A. PowerPoint in PDF file (maximum 10 slides)
    1. Slide 1 – title page
    2. Slide 2 – state rationale behind the design
    3. Succeeding slides – expected output
  - B. 15-second video (*optional*)
  - C. Conforme
  
- II. Email Aileen Lucero at [alucero@pana.com.ph](mailto:alucero@pana.com.ph).  
Write **PANAF Youth Creativity Festival 2020 Entrant** in the subject line
  
- III. Wait for acknowledgment email

**Submission deadline: August 20, 2020 (11:59PM).**

# YCF 2020 Brand Design Competition

## Criteria for judging:

- ✓ Relevance to theme – 25%
- ✓ Clarity of message – 25%
- ✓ Creativity and Relatability – 50%

*\*Entries will be judged by the PANA Foundation Board of Trustees*

**Prize:** P15,000.00 cash and acknowledgement of authorship

*\*One winner only (individual or group)*

*\*\* Winner will be announced on August 31, 2020*

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