

LOGO CONTEST

For the Vietnamese American Heritage Project at the Smithsonian Institution

The D. C. Working Group, which is assisting the Smithsonian Asian Pacific American Program, is sponsoring a logo design competition for the creation of a logo for the **Vietnamese American Heritage Project (VAHP)**. VAHP is a project by the Smithsonian Asian Pacific American Program that covers 30 years of Vietnamese American culture and history. The exhibit part of the project will open in late 2006 and tour the country for three years. For more information, please visit www.apa.si.edu/vietam

VAHP aspires to embrace, foster, understand and promote the Vietnamese American experience. This project will honor the history of survival, sacrifice, and rich experiences of Vietnamese Americans.

The winning entry will receive national recognition on the Smithsonian Asian Pacific American Program website, will be publicized in Vietnamese American newspapers, receive a framed copy of their winning entry and corporate sponsor gift bag.

LOGO CRITERIA

- An original design.
- Logo is viewable as color and as black and white
- Can be a design with or without words.
- Contestants may submit more than one entry.
- Individual or team entries will be accepted.
- Winner must sign over copyright to the Smithsonian Institution but will be credited for the design on their web site.

SUGGESTIONS

- An effective logo that will withstand the test of time.
- Resonate with various audiences--not just Vietnamese Americans--but the world class audience of the Smithsonian Institution.
- Incorporate images that stimulate the visual and cognitive elements.
- Be a scaleable version so the logo can be used for the website, letterhead, posters, flyers, etc.
- Incorporate imagery related to Vietnamese American life, culture, experience.

DATES & DEADLINES

- ❖ Logo entry must be postmarked or emailed on or before Monday, November 21, 2005. Email to tthuyvvy@gmail.com or deliver to 5112 Connecticut Ave #204, Washington, DC 20008. Include your name, email address and phone number.
- ❖ The D.C. Working Group will select three finalists and submit them to the Smithsonian Asian Pacific American Program and they will make the final selection of the winning entry. All entries will be acknowledged.
- ❖ Winning entry will be announced on December 19, 2005.
- ❖ All decisions are final.



Smithsonian Asian Pacific
American Program