

Prioritization for Designs of Logo and Slogan for the 50th RCA Anniversary




The 50th RCA GCM endorsed the work and budget plans and the roles and responsibilities of the RCA Exhibition and other activities (video, website) and the RCA Regional Office has been approved to be the leading party for those activities.

One of the activities under the preparation for the RCA Exhibition is **designing the logo and slogan for the 50th RCA Anniversary**. The purpose of designing the logo and slogan is to visualize the celebration of the 50th Anniversary of the RCA in a symbol and an expression to capture the achievements of the past fifty years and show a strong message on the expectations for the upcoming future. The logo and slogan, once decided, will be used in the activities for celebrating the 50th RCA Anniversary including the publications, video, website and the exhibition.

RCARO, in collaboration with experts, conducted a study on the past examples of anniversary logos and slogans and prepared the first draft designs. The draft designs were presented to the 4th STF Meeting (17 Nov., 2021) and were reviewed by the STF. Reflecting the comments by the Meeting, RCARO further developed the designs to be circulated to the NRs for their prioritization.

The detailed explanation on each candidate design is attached as **Annex: Guide on Prioritization of the Designs for the Logo and Slogan.pdf**.

RCA NRs are kindly requested to fill out the template on the next page and send it back to the RCARO by 4 December, 2021, for finalization.

PRIORITIZATION FOR THE DESIGNS			
Country:			
No.	Slogan	Designs	Prioritization
1	Bringing Prosperity to the Asia-Pacific		(Put number 1, 2 and 3 according to your prioritization. You should put "1" for the first priority and put "3" for the last priority.)
2	50 Years of Leading Regional Cooperation		
3	Look Back, Leap Forward		

Notice: Please insert number 1, 2, and 3 for your prioritization. You should put "1" for the first priority and put "3" for the last priority.