

A.L.A.C.P.A.
**LATIN AMERICAN AND
CARIBBEAN ASSOCIATION OF
AIRFIELD PAVEMENT**

**CONTEST OF IDEAS FOR
DESIGNING A LOGO FOR ALACPA**

JULY 2003

CONTEST OF IDEAS FOR DESIGNING A LOGO FOR ALACPA

1. INTRODUCTION

- 1.1 ALACPA stands for Latin American and Caribbean Association of Airfield Pavements. It was founded in 25 July 2002, in Santa Cruz de la Sierra, Bolivia.
- 1.2 ALACPA is a technical Association, without profit objectives. It looks for the promotion of technical and scientific events that encompass everything related to airfield pavements.
- 1.3 The main objective of this Association is “To help the States to comply with the ICAO Standards and Recommended Practices (SARPs) and to contribute to the elimination and/or mitigation of the pavement deficiencies in the AGA field of the CAR/SAM Regions”.
- 1.4 In addition, ALACPA aims the technological transfer of pavement experiences to the States members of ICAO (Civil Aviation Authorities – CAA) of the CAR/SAM Regions, aeronautical and airport authorities; public and private operators/airport exploiters; airlines; academia (professors and researchers), professionals and training centres at the secondary and tertiary degree; construction companies, agencies and companies that look for material studies, Pavement Management Systems (PMS) and pavement maintenance.
- 1.5 ICAO gives formal support to the Association, as the GREPECAS CONCLUSION 11/5 states, according to the proposal submitted by the AGA/AOP Subgroup:

“CONCLUSION 11/5 LATIN AMERICAN AND CARIBBEAN ASSOCIATION OF AIRFIELD PAVEMENTS (ALACPA)

That: States support ALACPA, keeping in mind its main objective, to assist States to comply with the ICAO SARPs and to contribute to the elimination and prevention of the airfield pavement deficiencies in the CAR/SAM Regions”.

2. CONTEST OF IDEAS FOR DESIGNING A LOGO FOR ALACPA

- 2.1 This Contest of Ideas is for the design of a logo, which identifies the mentioned Association.
- 2.2 The logo will be used as a reminder in cards, official papers and other accessories that ALACPA considers necessary and adequate.

- 2.3 The logo must be emblematic and it might have an institutional definition that reflects the ALACPA purposes.

3. OBJECTIVE

- 3.1 The objective of this Contest of Ideas is to select, according to the judgement of the Jury, the best proposal of a LOGO that might allow the clear definition and identification of the ALACPA institutional image.

4. CONTENDERS

- 4.1 All representatives of the aeronautical community related to North, Central and South American civil aviation can participate in this contest.

- 4.2 Physical persons, associated or no, and public/private juridical persons, that work with airports or in the CAAs, are invited to participate in this Contest of Ideas.

- 4.3 It is also allowed the participation of professionals, professors, undergraduate and graduate students of universities or institutes that deal with airport and/or pavement activities.

- 4.4 All the Contest participants must:

4.4.1 Identify his/her/their location(s) through e-mail address(es), which will allow him/her/them to know the results of the clarifications and all the notifications generated during the Contest process.

4.4.2 Inform the legal identification of the company/institution, address and telephone number, in case of juridical persons.

4.4.3 Physical person may participate alone or associated with other persons.

- 4.5 Any person, who is relative or keeps any type of professional collaboration or work with any member of the Jury, cannot participate in the contest.

5. CONSULTANT FOR THE CONTEST OF IDEAS

- 5.1 The Consultant for the Contest of Ideas will be the AGA Officer (shc@lima.icao.int) of the ICAO South American Regional Office, located at:

Edificio CORPAC, 2º piso
Zona Comercial
Aeropuerto Internacional Jorge Chávez
Apartado Postal 4127
Lima 100, Perú

6. CONSULTANT TASKS

- 6.1 To support ALACPA's Interim President in terms of intensively broadcasting this contest. The primary objective is to reach all the CAA and airports of the CAR/SAM Regions, as well as the public agencies, universities and private sectors that deal with design, construction and maintenance of airfield pavements.
- 6.2 To invite the universities and training institutes, that teach courses on airport and pavements, to participate in this contest.
- 6.3 To answer the questions, consultations and doubts of the participants.
- 6.4 To receive the proposals according to the Contest Terms of Reference.
- 6.5 To examine the proposals with the Jury and definitely reject those that do not comply with the Contest Terms of Reference.
- 6.6 To decide, by his vote, in case of tied votes of the Jury.
- 6.7 To divulge the results of the contest.

7. QUESTIONS AND CONSULTATIONS

- 7.1 The Consultant, together with the ALACPA's Interim President, will answer the questions and the consultations made by the participants. They must refer to specific points of the Contest Terms of Reference. The consultations must be done by e-mail and they must be short, clear and concise.
- 7.2 The consultations can only be made by e-mail (jocuadrado@yahoo.com.ar; shc@lima.icao.int) until 5 days before the deadline of the opening of the contest.
- 7.3 The answers will be only sent by e-mail. This means that only those participants that correctly sent their electronic addresses to the Consultant will be able to make consultations and/or receive answers.
- 7.4 The consultations will be automatically part of the Contest Terms of Reference.

8. JURY

8.1 Five members will form the Jury, as follows:

8.1.1 One Lima Airport Director representing ACI/LAC.

8.1.2 One airline representative that operates in the CAR/SAM Regions.

8.1.3 One representative of IATA (International Air Transport Association).

8.1.4 One representative of the Civil Aviation Authority of Argentina.

8.1.5 ALACPA's Interim President.

9. OBLIGATIONS AND RESPONSIBILITIES OF THE JURY

9.1 To examine the proposals together with the Consultant, rejecting those that do not comply with the Contest Terms of Reference.

9.2 To study, in plenary meeting, the Contest Terms of Reference and the answers given to the participants and to define the general procedures and evaluation criteria, which will assure an impartial judgement of the proposals.

9.3 To formulate critical judgement of the selected proposals.

9.4 To prepare a minute, which should have the final results of the Contest.

10. REQUIREMENTS FOR PRESENTATION OF THE PROPOSALS

10.1 The participants must take into consideration the objective of the Contest.

10.2 The proposals must be originals. Ideas totally or partially published or submitted for broadcasting by any means such as graphic way, editorial, data basis, Internet, etc, will not be accepted.

10.3 All the participants must submit a closed envelope, whose sender must be identified by a fantasy name. The envelope must contain the following documents.

10.3.1 Electronic form of the LOGO: diskette, Zip or CD. The files must have the extension .doc, .jpg, .bmp or .gif in order to permit the reading of any type of design. The files must also have, approximately, 300/400 KB, up to a maximum of 1 MB.

- 10.3.2 Hardcopies of the LOGO: Two versions of the LOGO design must be presented in a paper size A4. The first one must be in real scale and the other one in free scale.
- 10.3.3 Proposal memorial description: The memorial description of the proposal should be no more than half page of a paper size A4.
- 10.3.4 A closed envelope without identification addressed to the Consultant: This envelope must contain: participant(s) name(s), respective identification document(s), mail address, telephone number(s), fax number(s), e-mail address, type of organisation to which the participant(s) belong(s) to. In addition, the following declaration should be attached: “The undersigned totally agree(s) with the Contest Terms of Reference as well as declare(s) complete knowledge of this document”. The participant(s) must sign, write his/her (name) clearly and date the declaration.
- 10.4 None of the proposals can show author(s) name(s) either any sign that could identify it, except on/in inside the closed envelope, as indicates item 10.3.4.
- 10.5 The LOGO can be presented in one colour or multicolour.
- 10.6 The LOGO proposal must include the text “ALACPA”.
- 10.7 The techniques and colours to be used for developing the LOGO are up to the participant(s).
- 10.8 One of the criteria to select the LOGO proposal will be its feasibility and its practicability to be reproduced.
- 10.9 The proposals that arrive to the Consultant (ICAO South American Regional Office, Lima, Peru) after the scheduled deadline will not be considered in the selection process.

11. PRESENTING AND SENDING THE PROPOSALS

- 11.1 The content specified in item 10 should be sent to the Consultant address, as specified in 5.1.
- 11.2 In order to assure the proposals anonymity, they must be presented with a fantasy name or by code or free theme, to be decided by the author(s). This code or theme must be considered as the sender. None of the participants or team should divulge the LOGO design either his/her/their identification(s) before the declaration of the final results by the Jury.

12. TIMETABLE

Activity	Deadlines (2003)
Publication and beginning of the Contest	01 September 2003
Deadline for questions and consultations	04:00 p.m. of 24 October 2003 (Peruvian time)
Deadline to receive the LOGO proposals	04:00 p.m. of 31 October 2003 (Peruvian time)
Declaration of the Jury	17 November 2003
Exposition, final results and prize delivery	During the Seminar on Pavement Management System (PMS) and Short Course on PCI Method (Pavement Condition Index), to be held in Lima, Peru, from 19 to 25 November 2003.

13. RECEPTION OF THE PROPOSALS

- 13.1 The proposals will be received up to 04:00 p.m. (Peruvian time) of 31 October 2003, at the Consultant address.
- 13.2 AT ANY CIRCUMSTANCES, PROPOSALS WILL BE RECEIVED OUT OF THE DEADLINES ESTABLISHED IN ITEM 12.

14. OPENING OF THE ENVELOPES

- 14.1 The closed envelopes with the participant name(s) for the respective selected proposals will be open by the Consultant after the Jury declaration and in its presence. If the content of any envelope does not comply with which was established by the Contest Terms of Reference, the proposal will be rejected and the Jury will consider the Contest empty or it will proceed a new selection.

15. DECLARATION OF THE JURY

- 15.1 The Jury will decide by simple majority of the votes for each one of the presented proposals. The Jury must clearly support its decision in each one of the cases as well as in the totality of the final results. In case of tied results, the Consultant will be invited to declare his vote.
- 15.2 The final results of the Contest and the declaration of the Jury will be definitive and they cannot be appealed.

- 15.3 The declaration of the Jury will be published at the web page www.lima.icao.int, according to the scheduled date. In addition, the final results could also be sent to the participant e-mail addresses.
- 15.4 If the proposals will not meet the Contest Terms of Reference requirements, the Jury can consider the Contest as desert.

16. EXPOSITION OF THE PROPOSALS

- 16.1 After the Jury declaration and publication of the final results as indicated in these Terms of Reference, an academic show of the proposals will be carried out during the Seminar on PMS and Short Course on PCI Method, to be held in Lima, Peru, from 19 to 25 November 2003. In that occasion, the best proposals will receive their respective prizes.

17. PRIZES

- 17.1 First Prize: Diploma, US\$ 1,000.00 (One thousand US dollars), round tourist class air tickets for two persons to Miami and guided visit to Miami International Airport.
- 17.2 Second Prize: Diploma.
- 17.3 Mentions: Diploma.
- 17.4 The Jury will indicate the first prize and it can also make mentions to those proposals that it considers adequate.
- 17.5 The selected proposals may be published in the ICAO magazine or in other specialised magazines that deal with airport issues.

18. INTELLECTUAL PROPERTIES OF THE PROPOSALS

- 18.1 The organisation of this Contest reserves the right to publish the presented proposals at its discretion.
- 18.2 The participants of the selected proposals will freely transfer the respective author's patrimonial rights to ALACPA.
- 18.3 ALACPA has the commitment to respect the moral rights of the authors.
- 18.4 ALACPA reserves the right to implement the LOGO design of the winner proposal.

- 18.5 The author(s) of the selected proposals will be responsible for any complaint or requirement presented by other persons regarding the originality of the LOGO design.
- 18.6 The selected proposals by the Jury will not be given back to his/her/their author(s). The non selected proposals could be picked up at the ICAO South American Regional Office, in Lima, Peru, after the proposals exposition (item 16.1) and the last day of the Seminar on PMS and Short Course on PCI Method, to be held from 19 to 25 November 2003, in Lima, Peru. After this deadline, the proposals will be kept under ALACPA control.

C:\missions2003\ALACPALOGOeng.doc
H:\PRIVATE\SHC\ALACPA\ALACPALOGOeng.doc