

### APEC Voices of the Future Logo Design Competition winners released

The Asia-Pacific Economic Cooperation Voices of the Future (APEC VOF) Leadership Council revealed the winners of the Logo Design Competition, which aimed to create a logo for APEC VOF, a platform for youth leaders to engage with heads of government and business leaders on issues related to economic growth and sustainable development in the Asia-Pacific Region.

The APEC Voices of the Future Logo Design Competition was held from April to June 2011 and was open to all young people aged 14 to 25 years old from the 21 APEC Economies.

The competition in Singapore was organized by the NYAA Council, which co-chairs the APEC VOF Leadership Council. It attracted about 40 participants from various schools, polytechnics and universities in Singapore.



The Grand Prize-winning logo for APEC Voices of the Future Logo Design Competition created by Malaysian student Yip Haw Yee.



Yip Haw Yee from the Malaysian Institute of Art won the overall 1<sup>st</sup> Prize for the competition.

Yip Haw Yee, 25, a Graphic Design student from the Malaysian Institute of Art, emerged as the overall 1<sup>st</sup> Prize winner for the APEC VOF Logo Design Competition, beating a total of nearly 100 entries in the region. She will be awarded with a cash prize of US \$1,000.00.

Two Singaporean students bagged the other major prizes. Li Jin Hui, 23, a student from the School of Design and Environment at the National University of Singapore, won the 2<sup>nd</sup> Prize for the region while Chua Wan Lin, 19, a student from the Singapore Polytechnic, received the 3<sup>rd</sup> Prize. They will receive a cash prize of US \$500.00 and US \$300.00 respectively.

*To find out more about the winning logo designs and profiles of the winners, please see attached.*

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## Results of the APEC Voices of the Future Logo Design Competition



### 1<sup>st</sup> Prize

*Designer:* Yip Haw Yee

*Country:* Malaysia

*School:* Malaysian Institute of Art

As described by 25-year-old Yip Haw Yee, the primary feature of the logo symbolizes economic growth and development.

The “e” shape of the logo as well as the green arcs that were drawn across the globe highlight the aim of APEC VOF to generate common interests in the Asia-Pacific region so as to achieve economic growth and development among member countries. The logo also promotes economic interdependence and multilateral trade system across the region.

The secondary feature of the logo is the green colour typography of the APEC Voices of the Future, which symbolizes member cooperation and connection.

The corporate colour symbolizes wisdom, confidence, trust, loyalty, truth and faith.



### 2<sup>nd</sup> Prize

*Designer:* Li Jin Hui

*Country:* Singapore

*School:* National University of Singapore

According to designer Li Jin Hui, the logo was inspired by three keywords: young, voice and global. The earth-like ball represents the “global world,” which is designed similar to a chatting icon, while a young face appears inside it, marked with different shapes and colors. The main idea of the logo therefore illustrates that “The young generation keeps global future issues in mind and speaks them out through this organization,” notes Li Jin.

The color combination of dark blue and golden yellow, meanwhile, adds a certain amount of vividness into the logo and represents a sense of looking forward into the future.



### 3<sup>rd</sup> Prize

*Designer:* Chua Wan Lin

*Country:* Singapore

*School:* Singapore Polytechnic

Chua Wan Lin explains the rationale behind the logo: “The logo is a stylized image of a seedling, which has lips/mouths as leaves. The seedling represents possibilities for educators and growing up – the former representing the educators and the latter, the youths.”

The three lips/mouths of the seedlings symbolize the APEC VOF contributors, who are actually the voices of the future. They come in three different colours, which stand for the qualities of APEC VOF: yellowish orange represents wisdom and endurance, blue stands for youth and contemplation and reddish pink, which symbolizes action, confidence and love.