



PHILIPPINE MEDICAL ASSOCIATION

THEME: "BUILD, BUILD, BUILD PMA!"

Member : World Medical Association (WMA)
Co-Founder : Confederation of Medical Association in Asia and Oceania (CMAAO)
Medical Association of Southeast Asian Nations (MASEAN)
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MEMORANDUM CIRCULAR NO. 2018-07-27-09

TO : ALL COMPONENT SOCIETY PRESIDENTS

SUBJECT : 61ST PMA NATIONAL MEDICINE WEEK CELEBRATION
PMA MEDICINE WEEK 2018 – LOGO CONTEST

DATE : JULY 26, 2018

Dear Colleagues:

Please be informed of the 61st PMA National Medicine Week Celebration Logo Design Contest.

About the PMA Medicine Week

INTRODUCTION

The Medicine Week is celebrated every 4th week of September of every year. This was declared by President Carlos P. Garcia on 30th day of August, 1957 with Proclamation 439. (Reference: History of the Philippine Medicine and the PMA, 1st ed 1984 pp 94-95).

Declaring the Fourth Week of September of every year as Medicine Week and authorizing the Philippine Medical Association to take charge of the observance thereof.

OBJECTIVE:

- To increase the awareness amongst the Filipino people on the significant contribution of the medical profession to humanity.

SPECIFIC OBJECTIVE:

- To establish good relationships by increasing participation of specialty and affiliate societies, hospitals, and medical schools.
- To build the trust of the people with the medical profession.
- To strengthen the value of service to our fellowmen.

Official Rules

The purpose of the contest is to design a logo for the 61st PMA National Medicine Week Celebration. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- The winning logo shall proudly symbolize the 61st PMA National Medicine Week Celebration with the theme: ***“Pilipinong Manggagamot: Makatao, Mapagkakatiwalaan, Mapaglingkod sa Sambayanan”*** on September 23-29, 2018.
- The Component Society can submit ONLY ONE (1) entry. An Entry Form must be attached.
- The contest is open to all members of the component medical society. They may also invite Public / Private Schools, Medical Schools, and Hospitals to participate.
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images. Work copied from printed materials or artwork by another artist or photos shall not be considered original. Any complaints that may arise due to duplicity, similarities, likeness or comparison of the design, the participant/s will be responsible to prove its authenticity. The PMA shall not be held liable under any such circumstances,.
- All entries will become the property of PMA. By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to PMA.
- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.

- The PMA reserves the right to modify the winning logo to better fit the needs of the organization.
- The decisions of the Board of Judges will be final.
- The selected winner MUST submit a scalable electronic version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.

How to Join the Contest

To enter the 61st PMA National Medicine Week Celebration Logo Design Contest, eligible participants must:

- Complete the Official Entry Form on the next page.
- Create a logo design in .jpeg, .psd or PDF formats (if you are chosen as a winner, you MUST be able to provide a high resolution electronic file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
- The logo should not carry the name of the artist.
- **Competition Deadline:**
 - Submit your completed Entry Form and logo design to PMA Secretariat: philmedas@yahoo.com. Entries must be received by **11:59 p.m. of August 15, 2018** for judging at the PMA Bldg., North Avenue, Quezon City by the Board of Judges selected by the committee.
 - Filename is name of artist, component society, and artwork title, e.g., juan dela cruz_laguna medical society_logo.jpg or juandelacruz_lms_logo.tiff.
 - Email Subject: PMA Medicine Week 2018 - Logo Contest / COMPONENT SOCIETY
- The winner of the logo contest shall be recognized nationally and be credited as the designer of the logo. He/she will be notified and will be announced on the PMA website.
- Prize: Winner will receive **Php 5,000** and a **Certificate of Appreciation**.

Selection Criteria:


A Board of Judges chosen by the committee will evaluate all entries based on the following criteria (though other criteria may be considered):

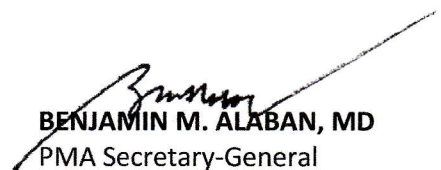
- Relevance (40%) – Does the entry align with the theme and goals of the PMA Medicine Week?
- Originality (30%) – Does the composition exhibit original design, creativity, and imagination?
- Aesthetic Quality (30%) – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

Each entry will only be identified by a pre-assigned coded number during the selection process by the Committee; the artist's name or component society shall not appear on the design as mentioned.

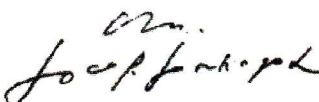
We are looking forward to receiving your original designs.

Thank you very much.


ANNA SOFIA VICTORIA S. FAJARDO, MD
Overall Chairperson
61st PMA National Medicine
Week Celebration


BENJAMIN M. ALABAN, MD
PMA Secretary-General

Noted by:


JOSE P. SANTIAGO JR., MD
PMA President

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