



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland to Indonesia,  
Timor Leste and ASEAN



# 75 Years of Switzerland–Indonesia Relations

## Logo Design Competition

**Slogan: Trust. Innovation. Partnership.**

### Overview

In celebration of the 75th anniversary of diplomatic relations between Switzerland and Indonesia, the Embassy of Switzerland in Indonesia and the Embassy of Indonesia in Switzerland are proud to launch the “75 Years Switzerland–Indonesia: Logo Design Competition.”

This competition invites creative minds from both countries to design a logo that captures the spirit of trust, innovation, and partnership — the pillars that have defined 75 years of relationship between Switzerland and Indonesia.

The winning logo will be used throughout 2026 as the official visual identity of the 75th anniversary celebration, appearing across both countries’ diplomatic, cultural, and public events.

### Competition Timeline

Date	Activity
<b>3 November 2025</b>	Launch of “75 Years Switzerland–Indonesia: Logo Design Competition”
<b>3 - 21 November 2025</b>	Logo Submission Period
<b>24 November – 5 December 2025</b>	Jury Selection Process
<b>9 December 2025</b>	Winner Announcement (via @swissinindonesia and @indonesiainbern Instagram accounts)

### Participant Guidelines

1. Create your logo along with a short explanation (max. 150 words in English) describing how your design reflects the slogan “Trust. Innovation. Partnership.”
2. Upload your logo files and the explanation in one folder via Google Drive or another file-sharing service (ensure the link is public).
3. Fill out the registration form [here](#) and include your submission link.
4. Only one entry per individual or group is allowed.
5. The winner will be announced online through the official Instagram accounts of the Swiss Embassy in Indonesia (@swissinindonesia) and the Embassy of Indonesia in Switzerland (@indonesiainbern).

## Submission Criteria

1. Participants must be Swiss or Indonesian citizens. Proof of citizenship (valid ID) will be requested from finalists upon prize collection.
2. Participants must reside in Switzerland or Indonesia at the time of the competition.
3. Each participant/group may submit only one original design.
4. AI-generated designs are not allowed.
5. Designs containing offensive, violent, political, racial, or pornographic elements will be disqualified.
6. The logo should:
  - a. Convey a clear message and visual harmony.
  - b. Be visually effective in both small (3x3 cm) and large formats.
  - c. Include color and black-and-white versions.
  - d. Be submitted in JPG, JPEG, PNG, or PDF formats.
  - e. Include a short PDF description (max. 150 words) explaining how the logo represents the 75th anniversary and the slogan.
7. Finalists (Top 2) will be asked to submit a high-resolution vector file (AI/EPS).
8. The organizers reserve the right to make minimal color or contrast adjustments to the winning logo.

## Selection Criteria

Criterion	Description
<b>Authenticity</b>	Creativity, originality, and visual appeal
<b>Relevance</b>	Alignment with the anniversary theme and slogan <i>"Trust. Innovation. Partnership."</i>
<b>Respect</b>	Reflection of both Swiss and Indonesian culture and identity
<b>Adaptability</b>	Applicability across various formats, media, and event materials
<b>Aesthetics &amp; Accessibility</b>	Visual harmony, color balance, and inclusivity for all audiences

## Prizes

Category	Prize
<b>1st Winner</b>	IDR 5,000,000 / CHF 250, Award Trophy, and Certificate
<b>Runner-up</b>	Special prizes from the Swiss Embassy in Indonesia and the Indonesian Embassy in Switzerland, Award trophy and Certificate

## Additional Notes

- The winning logo will become the official symbol for the 75th anniversary of Switzerland – Indonesia diplomatic relations and may be adapted for promotional materials across both countries.
- By submitting, participants agree to grant the organizers full rights to use, modify, and publish the logo for non-commercial, official purposes.