

II. RATIONALE

Following the transformation of the Philippine State College of Aeronautics into the National Aviation Academy of the Philippines (NAAP), the Academy requires a distinct visual identity that communicates its national mandate, aviation character, academic and professional excellence, safety consciousness, innovation, and forward-looking role in Philippine aviation education and training.

To encourage broad institutional participation and ownership, NAAP shall conduct an Academy-wide Logo Making Contest open to qualified students, faculty members, and alumni. The contest shall emphasize original human creative work. Designs generated wholly or substantially through generative artificial intelligence shall not be accepted.

The implementation of the Contest, particularly with respect to originality, ownership, assignment, protection, registration, and institutional use of the winning design, shall be guided by the existing institutional Intellectual Property Policy under Memorandum Circular No. 7, s. 2025 and applicable intellectual property laws. Pending the full operationalization and staffing of the NAAP Intellectual Property Office, the necessary intellectual-property review and validation shall be undertaken by the duly designated Screening and Validation Committee, with appropriate legal and technical assistance as may be required.

III. OBJECTIVES

1. Develop an original, distinctive, and enduring visual identity appropriate for NAAP;
2. Engage students, faculty members, and alumni in building NAAP's institutional identity;

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3. Produce a logo capable of application across official documents, digital platforms, uniforms, signage, publications, merchandise, aircraft-related materials, and other institutional applications;
4. Promote creativity, aviation awareness, institutional pride, and responsible design practice;
5. Ensure that the selected design is original, legally usable, scalable, reproducible, and appropriate for long-term institutional use; and
6. Establish a transparent and documented selection process with safeguards on originality, intellectual property, conflict of interest, and unauthorized use of generative AI.

IV. TARGET OUTPUTS

- Academy-wide participation from students, faculty members, and alumni;
- A pool of original logo concepts and a documented shortlist of finalists;
- One Grand Winning Design, Second Place, and Third Place;
- Complete source files and supporting design documentation of the winning entry;
- Executed originality, non-AI, and intellectual property documents;
- Complete records of screening, validation, judging, and awarding; and
- A winning design ready for final technical/IP review and submission to the proper NAAP approving authority for possible official adoption.

V. ELIGIBILITY AND ENTRY RULES

1. Open to currently enrolled NAAP students, current NAAP employees and alumni of PhilSCA and/or NAAP from all campuses.
2. Entries shall be submitted individually. Each contestant may submit only one (1) official entry.
3. Members of the Contest Committee, Secretariat, Screening and Validation Team, Board of Judges, and persons with conflicts of interest under the approved contest rules shall not participate.
4. Entries must be original and must not have been previously published, registered, sold, awarded, or substantially derived from another person's work, stock logo, template, protected mark, or institutional emblem.
5. All participants shall sign the prescribed Certification of Originality and Non-Use of Generative AI and the required intellectual property undertaking.

VI. DESIGN REQUIREMENTS

1. Clearly represent the distinctive character and identity of the National Aviation Academy of the Philippines as the country's National Professional Institution for Aviation, rooted in its evolution from its base-born beginnings at Basa Air Base, through the Philippine Air Force College of Aeronautics and the Philippine State College of Aeronautics, to the expanded national mandate of NAAP under R.A. No. 12255. The design should convey continuity of its aviation and public-service heritage while reflecting academic and technical excellence, innovation, national leadership, and a future-oriented role in Philippine aviation and aerospace.

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2. The logo must be original, distinctive, memorable, visually balanced, and recognizable in both large and small formats.
3. The design must work in full color, grayscale, and monochrome and be suitable for print, embroidery, engraving, digital media, signage, uniforms, official documents, and other institutional applications.
4. The entry must not infringe any copyright, trademark, institutional logo, commercial brand, government emblem, or other third-party intellectual property.
5. Stock logos, pre-made logo templates, copyrighted clip art, unlicensed design elements, and AI-generated visual elements are prohibited.

NAAP's transformation is not a departure from its origin, base-born heritage, but an expansion of the public-service mission that began in 1968, from serving an aviation community within the Base to assuming a broader national role in aviation education, training, research, innovation, and industry development. Contestants are encouraged to interpret this continuity creatively. The logo design should express the enduring mission and forward movement of the Academy.

VII. GENERATIVE AI POLICY AND AUTHORSHIP VERIFICATION

A. Prohibited Uses

Entries shall be disqualified when the logo or any material visual component is created or materially generated using generative AI, including text-to-image generators, AI logo generators, image-to-image systems, generative fill, generative vector creation, prompt-generated icons or lettering, AI style-transfer systems, or similar tools that generate the creative visual content on behalf of the contestant. Redrawing, tracing, or vectorizing an AI-generated image does not cure the violation.

B. Permitted Conventional Design Tools

Ordinary non-generative functions may be used, such as manual vector and pen tools, shape tools, manual typography, layers, grids and guides, scanning of original drawings, color adjustment, manual tracing of the contestant's own sketches, and standard file export or conversion.

C. Required Proof of Human Authorship

1. Signed Certification of Originality and Non-Use of Generative AI;
2. At least three (3) developmental materials, such as initial sketches, concept drafts, intermediate versions, screenshots of the design process, or dated work-in-progress files;
3. Editable/source file where digitally created, plus final presentation files;
4. Brief concept statement explaining the symbolism, colors, typography, and relationship to NAAP; and
5. Any additional authorship evidence reasonably required by the Screening and Validation Committee.

D. Finalist Verification

Finalists may be required to attend a short Design Authorship Verification Session and explain the evolution of the design, open and explain source files and layers, identify how design elements were constructed, and reproduce or modify a simple design element when reasonably required.

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AI-detection software, if used, shall be only a supplementary indicator and shall not be treated as conclusive proof by itself. A finding of prohibited AI use or other misrepresentation shall be based on the totality of available evidence, with notice and an opportunity for the contestant to explain. Fraud, plagiarism, false certification, undisclosed AI generation, or material misrepresentation may result in disqualification or revocation of an award.

VIII. REQUIRED SUBMISSION PACKAGE

1. Official Entry Form and proof of status as student, faculty member, or alumnus/alumna;
2. Final logo in colored and monochrome versions;
3. Concept and design rationale, preferably not exceeding 300 words;
4. Color specifications and font/typeface information, if applicable;
5. Editable/source file and final PNG/JPG presentation file; vector file where applicable;
6. Developmental sketches/process documentation;
7. Certification of Originality and Non-Use of Generative AI;
8. Intellectual Property Undertaking; and
9. Consent for the processing of personal information for purposes of the contest.

The Secretariat shall assign entry codes. Contestant names and identifying information shall not be disclosed to the judges during the initial evaluation.

IX. JUDGING CRITERIA

CRITERION	DESCRIPTION	WEIGHT
Relevance to NAAP Identity and Mandate	Strength of concept; aviation and educational relevance; national character; institutional meaning	30%
Originality and Distinctiveness	Creative quality, uniqueness, and ability to establish an identifiable NAAP visual identity	25%
Visual Impact and Memorability	Clarity, balance, simplicity, aesthetic strength, and immediate recognition	20%
Versatility and Reproducibility	Effectiveness in different sizes, media, monochrome, embroidery, print, digital, and physical applications	15%
Technical Execution	Craftsmanship, typography, proportions, color system, and overall design consistency	10%
TOTAL		100%

Tie-breaking shall be based, in order, on the higher scores for: (1) Relevance to NAAP Identity and Mandate; (2) Originality and Distinctiveness; (3) Versatility and Reproducibility; and (4) Visual Impact and Memorability. Eligibility, originality, AI compliance, and intellectual-property requirements are pass/fail conditions and are not merely numerical scoring components.

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X. BOARD OF JUDGES: COMPOSITION AND QUALIFICATIONS

A five-member Board of Judges is recommended. To strengthen independence and credibility, preferably at least three (3) judges shall be external to NAAP.

RECOMMENDED JUDGE	MINIMUM / PREFERRED QUALIFICATIONS
1. Graphic Design / Visual Identity Expert	Degree, or professional training, with substantial professional experience in graphic design, visual communication, fine arts, multimedia arts, or a related field; preferably at least five years of relevant professional experience.
2. Graphic Design / Creative Professional	Demonstrated portfolio in branding, identity design, illustration, typography, or communication design; preferably but not mandatory, with experience evaluating professional creative work.
3. Branding / Strategic Communications Expert	Background in any of the following: institutional branding, corporate communication, marketing, public relations, or strategic communication; familiar with long-term brand identity and multiple-platform applications.
4. Aviation / Aerospace / Aviation Education Expert	Demonstrated professional knowledge of aviation, aerospace, aviation education, aviation training, or aviation industry standards; able to assess alignment with NAAP's aviation mandate.
5. Higher Education / Institutional Identity Expert	Background in higher education, institutional development, arts and culture, public-sector identity, or organizational communication; familiar with institutional mission and governance.

Each judge shall sign confidentiality and conflict-of-interest declarations. A judge shall disclose any relationship or circumstance that may affect impartiality and shall inhibit when a conflict exists. A legal or technical adviser and the Contest Secretariat may assist as non-voting advisers. Pending the full operationalization and staffing of the NAAP Intellectual Property Office, no committee membership or function shall be assigned to an unfilled office or position.

XII. INFORMATION DISSEMINATION PLAN

All contest information shall be centrally approved to ensure that participants across campuses receive identical mechanics, forms, deadlines, and eligibility requirements. Campus focal persons may explain approved rules but shall not alter or supplement the mechanics without written authority from the central Contest Committee.

DATE	COMMUNICATION ACTION
05 Sep	Official launch: poster, mechanics, forms, QR/submission link, originality/non-AI certification, IP undertaking, Secretariat contacts
07 Sep	Online/onsite orientation and FAQ release
10 Sep	First reminder and clarification post
13 Sep	Technical reminder on required files, source evidence, and non-AI requirements
16 Sep	Final call for entries
17 Sep	Deadline advisory and closure of submissions at 5:00 PM
25 Sep	Announcement of winners and awarding

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Primary dissemination channels shall include the NAAP official website and social media accounts; official campus social media accounts; institutional email; student information/LMS platforms where available; faculty communication channels; recognized alumni networks; campus bulletin boards/electronic displays; college/institute/department communication channels; and appropriate Academy assemblies or activities.

XIII. SCREENING AND SELECTION PROCESS

STAGE	CONTROL / ACTION
Stage 1 – Administrative Screening	Verify eligibility, completeness, timeliness, file specifications, and required signed certifications.
Stage 2 – Originality and AI Validation	Review source files, sketches/process evidence, similarity risks, stock/template use, third-party elements, and AI-related indicators.
Stage 3 – Anonymous Preliminary Judging	Judges evaluate qualified coded entries without contestant identity.
Stage 4 – Finalist Verification	Shortlisted contestants undergo authorship verification, source-file inspection, and brief concept presentation.
Stage 5 – Final Judging	Judges determine Grand Winner, Second Place, and Third Place; individual score sheets are signed and consolidated by the Secretariat.
Stage 6 – Final Due Diligence	Verify score computations, conflict-of-interest declarations, originality/IP status, eligibility, and documentary completeness before public announcement.
Stage 7 – Awarding	Winners are publicly recognized on 25 September 2026.
Stage 8 – Institutional Adoption	Winning design may undergo technical refinement, standardized color/monochrome specifications, application testing, IP review, and approval by the appropriate NAAP authority before official use.

XV. INTELLECTUAL PROPERTY AND OWNERSHIP CONDITIONS

1. As a condition for receipt of the Grand Prize, the winning contestant shall execute written instruments granting or assigning to NAAP the economic rights necessary for institutional use, reproduction, publication, adaptation, refinement, registration, display, and application of the winning design, consistent with Republic Act No. 8293 and applicable rules.
2. The winning contestant shall warrant that the entry is original and that no unauthorized third-party materials were used.

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- 3. The winning contestant shall authorize reasonable technical editing and adaptation needed for institutional application, subject to appropriate written documentation of rights and moral-rights considerations.
- 4. NAAP may undertake copyright, trademark, or other appropriate intellectual-property review or registration before full institutional deployment.

XVI. ORGANIZATIONAL STRUCTURE AND RESPONSIBILITIES

BODY / UNIT	KEY PERSONNEL / RESPONSIBILITIES
Contest Steering Committee	- President - VPAA - VPAPF Provides overall policy direction; ensures compliance; resolves policy questions; endorses results for appropriate approval.
Contest Secretariat	- SAO - Library Personnel - QA Personnel - OCBS Personnel - OP Admin Aide Receives and codes entries; maintains records; manages official communications; consolidates scores; prepares minutes, reports, and administrative documentation.
Screening and Validation Committee	- Dean, InET - Dean, OSA - Dean, ILAS - Dean, ICS - Dean, IGS Conducts eligibility, originality, source-file, intellectual-property, and AI-authorship screening; prepares validation reports and recommendations. Pending the full operationalization and staffing of the NAAP Intellectual Property Office, the Committee may obtain legal and technical assistance as necessary and shall coordinate any post-award IP documentation and due diligence required under Memorandum Circular No. 7, s. 2025.
Board of Judges	Evaluates qualified entries solely on approved criteria; signs score sheets and conflict-of-interest/confidentiality declarations.

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BODY / UNIT	KEY PERSONNEL / RESPONSIBILITIES
Finance and Administrative Support	- CAO - Budget Officer - Chief Accountant - Cash Unit Head - Procurement Unit Head Handles budget certification, obligation/payment documentation, procurement coordination, taxes, logistical requirements, and audit trail.
Information and Publicity Team	- MIS Director - ILN Secretariat - PIO I - MIS Personnel - OP Data Controller Handles approved contest materials, Academy-wide dissemination, official announcements, social media, media documentation, and publication of results.
Campus Focal Persons	- Campus Directors - Academic Supervisors Ensure campus-level dissemination, answer routine procedural queries, refer policy questions to the central Secretariat, and document dissemination activities.

XVII. AWARDING PROGRAM FLOW – 25 SEPTEMBER 2026

NO.	PROGRAM ITEM
1	Opening Program: invocation, Philippine National Anthem, and institutional opening
2	Opening Message and statement of the contest purpose
3	Presentation of the contest journey: Academy-wide launch, participation, screening, originality/AI safeguards, and judging process
4	Introduction of the Board of Judges
5	Presentation of finalist entries
6	Announcement of Third Place, Second Place, and Grand Winner
7	Awarding of certificates, plaques, and prizes
8	Presentation of the Grand Winning Design and designer's concept
9	Message of the NAAP President

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NO.	PROGRAM ITEM
10	Statement on next steps: technical, intellectual-property, and institutional review prior to possible official adoption
11	Photo documentation and closing

XVIII. DOCUMENTARY AND AUDIT TRAIL

The Secretariat shall maintain a complete project file, including the approved WFP and mechanics; authority constituting the committees; budget/fund certification; applicable procurement planning documents; official announcements and dissemination records; master list of entries; original submissions and source/development files; originality/non-AI certifications; screening and validation records; conflict-of-interest declarations; judges' score sheets and consolidated results; attendance and proceedings; photographs and documentation; intellectual-property instruments; award acknowledgment receipts; proof of payment and tax documents; procurement records; and the post-activity accomplishment and financial report.

XIX. SUCCESS INDICATORS

1. Contest officially launched Academy-wide on 05 September 2026;
2. All NAAP campuses covered by the information campaign;
3. Qualified students, faculty members, and alumni given equal opportunity to participate;
4. All accepted entries supported by documented eligibility, originality, and AI-authorship screening;
5. Judging completed through an anonymous, transparent, and documented process;
6. Winners declared and recognized on 25 September 2026;
7. All financial transactions properly supported, accounted for, and auditable;
8. Intellectual-property rights relating to the winning design properly documented; and
9. Winning design submitted for technical and institutional consideration for possible adoption as the official NAAP logo.

XX. APPROVAL

This Work and Financial Plan shall take effect upon approval and shall be implemented subject to applicable government budgeting, accounting, auditing, procurement, intellectual-property, and other relevant laws, rules, and regulations, as well as duly approved NAAP policies and authorities.

Prepared / Endorsed By:

MARIA SISA T DELA CRUZ
Vice President for Administration,
Planning and Finance

** per Approved Updated APP 2020*

APPROVED:

PROF. MARWIN M. DELA CRUZ, PhD
President