

OFFICIAL FLAG DESIGN BRIEF

Oceania Nepali Sports Meet (ONSM)

1. ONSM Identity and Creative Direction

ONSM brings Nepali communities across Oceania together through sport, while celebrating shared heritage, identity, friendship, inclusion and sportsmanship. The Anthem should express this broader identity and create a lasting symbol that can connect participants, supporters and future generations.

Proposed guiding motto: “**United by Heritage, Inspired by Sport.**” This may be used as a creative theme for the competition and future ONSM branding, subject to formal ONSM approval.

For ONSM Mission, Vision and Core Values refer to <https://onsm.org.au/about-us/vision-mission-core-values/> for a clear creative reference point.

2. Objective

To design an official flag that represents the unity, sportsmanship and shared heritage of the Nepali diaspora participating in sport across the Oceania region. The flag should be distinctive, inclusive, memorable and suitable for long-term use as an ONSM symbol.

3. Core Design Elements to Incorporate

- **Cultural Identity:** Subtly reflect Nepali heritage without simply reproducing existing national symbols.
- **Regional Connection:** Reflect the Oceania context through appropriate symbolism, form or visual references.
- **Sporting Theme:** Convey athleticism, energy, teamwork, fair play, achievement or victory.
- **Unity and Inclusion:** Represent the connection of Nepali communities across Australia, New Zealand and the wider Oceania region.
- **Symbolism:** Entrants are encouraged to use meaningful, original symbolism that connects heritage, Oceania and sport.

4. Design Rules & Constraints

- **Simplicity:** Avoid complex gradients, photographic elements or intricate coats of arms.
- **No Text:** Do not include words, years or acronyms such as “ONSM” on the flag itself.
- **Aspect Ratio:** Use a standard 2:3 horizontal layout.
- **Colour:** As a general guide, use up to three solid colours for strong contrast, visibility and practical reproduction. A limited additional colour may be considered where the entrant can clearly justify its contribution to representing Nepali heritage and the Oceania connection.
- **Reproduction:** The design must remain recognisable when reproduced at different sizes and across digital and physical formats.

5. Authenticity and Originality

To preserve cultural value, copyright integrity and genuine community participation, the flag design must be the entrant's own human-created original work.

- Generative AI must not be used to create the submitted flag artwork or design.
- Shortlisted entrants may be asked to provide reasonable evidence of their creative process, such as sketches, drafts, source files, working files or other design-development records.
- Plagiarism copied designs or derivative work from existing flags, logos or protected designs may result in disqualification.

6. Submission Requirements

6.1 Eligibility

The competition is open to individuals and teams from the Nepali community and the wider public.

Participants under 18 must obtain consent from a parent or guardian. Each participant or team may submit a maximum of one original flag design.

6.2 Submission Package

A. Design Files

- High-resolution vector artwork in Adobe Illustrator (.AI), Encapsulated PostScript (.EPS), or high-quality PDF (.PDF) format.
- One preview image in PNG format, preferably at least 3000 pixels on the longest side.

B. Design Statement

Provide a written explanation of no more than 300 words describing:

- the inspiration behind the design;
- the symbolism of colours, shapes and other visual elements;
- how the design reflects Nepali heritage, the Oceania region, unity and inclusiveness, and sportsmanship and excellence.

C. Originality Declaration

- The work is original and created by the entrant(s).
- It does not infringe copyright, trademark or other intellectual property rights.
- It has not been previously published or commercially used.
- It does not contain generative-AI-created artwork.

6.3 Submission Method

Entries shall be submitted electronically by email to promotion@onsm.org.au and must include the participant's full name, email address, mobile number and completed Entry Declaration Form.

6.4 Closing Date

All entries must be received by the advertised closing date and time. Late submissions may not be accepted.

6.5 Assessment and Selection

Submissions will be assessed by the appointed ONSM Flag Selection Committee against the criteria published below:

Assessment criterion	Weight
Compliance with the Flag Design Guidelines	10 points
Creativity and originality	15 points
Simplicity, distinctiveness and recognisability	15 points
Strength and relevance of symbolism	15 points
Representation of ONSM identity, Nepali heritage and the Oceania connection	20 points
Suitability for reproduction across digital and physical media	10 points
Overall visual impact and long-term suitability as an ONSM flag	15 points
Total	100 points

The judge's decision shall be final, subject to the rights reserved by ONSM below.

6.6 Intellectual Property

- Copyright remains with each entrant for non-winning and non-selected designs unless otherwise agreed in writing.
- Being shortlisted does not transfer ownership to ONSM. ONSM may display shortlisted designs solely for competition assessment, consultation and promotion, subject to the competition terms.
- Any material modification requested for a shortlisted design must be discussed with the entrant. Ownership of modified or collaboratively developed versions must be confirmed in writing before final selection.
- The winning designer grants ONSM an exclusive, perpetual, worldwide licence, or assigns copyright if required under the final competition terms, to use, reproduce, adapt, modify and display the winning design for official purposes.
- ONSM may make minor production, accessibility or branding adjustments to the winning design while preserving its core intent.

6.7 Declaration

- The design is original.
- The design has not been copied from an existing flag, logo or protected design.
- The entrant has authority to submit the design.
- All information provided is true and correct.

6.8 Enquiries

Questions regarding the competition should be directed to the ONSM Organising Committee using the contact details published with the competition announcement.

6.9 ONSM Rights

The ONSM Flag Selection Committee reserves the right to:

- not select a winning entry if no submission meets the required standard;
- shortlist entries for further development;
- request clarification or reasonable revisions from shortlisted entrants;
- with the creators' written consent, explore a combined or refined concept where this is considered appropriate;
- verify originality and request evidence of the creative process before confirming a winner.