

Student Contest: Logo Design Contest - new logo proposal for the EU4ART Alliance.
This is a call to participate in a contest to create a logo for the EU4ART Alliance for Common Fine Arts Curriculum.

Theme

The EU4ART Alliance is launching a contest for a logo and graphic identity.

The purpose of the contest is to design a logo for the EU4ART Alliance, to make the alliance more distinguishable and recognisable to its stakeholders¹ and the general public. The logo may be used in all media – including online, print, on merchandise and other visual collateral. The logo must in any way relate to the idea of the project title “EU4ART Alliance for Common Fine Arts Curriculum”.

About the EU4ART Alliance

EU4ART Alliance seeks to establish fine art European University program and address challenges related to joint curricula and modules covering various fine art disciplines. EU4ART Alliance have an ambitious mandate to trigger unprecedented levels of institutionalised cooperation making it systemic, structural and sustainable.

The EU4ART Alliance for Common Fine Arts Curriculum will build network where international students can exchange different perspectives, fresh insights and ideas in positive and meaningful ways. The EU4ART Alliance in next 3 years will boost cooperation between institutions, their students and staff. In year 2025 new fine art curricula will be flexible, allowing students to personalise their education by choosing what, where and when to study in order to get their European degree.

The Initiative involves the Hungarian University of Fine Arts, Academy of Fine Arts of Rome along with the Art Academy of Latvia and Dresden Academy of Fine Arts, with guidance from the Education, Audiovisual and Culture Executive Agency (EACEA) appointed by the European Commission (EC).

The EU4ART Alliance for Common Fine Arts Curriculum is receiving 3-year funding by Erasmus+ programme.

COMPETITION RULES

Following are the official contest rules.

Entry Eligibility

In order to participate in the design contest, you need to be a student (or team of students) of the EU4ART Alliance, studying at one of the universities. Students who have completed their studies less than one year before the start of this contest, are eligible as well. There is no fee to enter the contest.

Prize

The jury will award a first, second and third prize. All prize winners will be announced on 5th June.

The first prize for the contestant with the highest number of points is 1000 EURO.

The second prize for the contestant with the second highest number of points is 500 EURO.

¹ various stakeholder groups with interests in the internationalisation of higher fine art education e.g. young artists, students, employers, academic staff, government officials, government departments or agencies.

The third prize for the contestant with the third highest number of points is certificate of outstanding student recognition (achievement reward).

If the winning design is produced by a team of students (max 4.students), EU4ART Alliance will award prize that is divided equally among the team. Any taxes applicable in relation to the prize money in the EU Member States have to be paid by the winners. The award will be paid in one instalment. Prize money will be paid by bank transfer, provided the winner has submitted the required evidence as regards its eligibility. The winning designers will also have the right to use the logo only and strictly to the purpose of identify him/herself as its creator. No further changes of any kind can be made without the written consent of the original creator. The submitted artwork can also be used for exhibitions and/or as illustration for educational purposes.

Registration

To enter the design competition you must first register. Go to <https://forms.gle/HpCxzwHQ2TksenhZA> and fill out the entry form.

After registration you will receive a competition identification number. This number you will eventually use to identify your entry / entries.

Should there be any problems when you register, please send an e-mail to: eu4art@lma.lv with the subject line "EU4ART Alliance logo competition 2020"

By registering you accept to receive periodic emails by EU4ART Alliance during the competition. EU4ART Alliance will never share entrants' contact information with third parties.

Submitting your work

Files should be sent in electronic format only to the following dedicated email-address: eu4art@lma.lv The entries can be submitted as a scalable vector graphic in a definite resolution format. Entries can also be submitted as a photo from a drawing by hand.

The files must be submitted at the very latest 23.59 on 22/05/2020; the date of the electronic postal marking of when received shall apply.

The submission deadline is 23:59, Friday 22th of May, 2020. Entries received after the last date will not be entertained.

IMPORTANT NOTE - Please send your artwork and requested information to eu4art@lma.lv with the subject line "EU4ART Alliance logo competition 2020"

Any entry will consist of 2 files:

1. The logo either in a definite resolution format, or as a photo from a drawing by hand;
2. One page introducing the submitting student (or team of students) and explain basic ideas of the logo.

Languages

English is the official language for this competition.

Format

1. Only EPS, Pdf and jpg formats will be accepted. In high resolution (15cm by 15 cm at least 300 dpi).

2. If you are chosen as a winner, you **MUST** be able to provide a resolution independent EPS format (vector file) for use with Adobe Illustrator, Photoshop, or InDesign software.
3. The submitted artwork may a logotype (a combination of the letters EU4ART) or a figurative or non-figurative pictorial sign (emblem) with the inscription EU4ART included.
4. With a view to equal treatment, all contestants must submit their logo proposal(s) in full colour. In addition, contestants must provide a black and white version, a greyscale version, a reversed version and an outline (traced) version of each logo.
5. Indicate the colours used (CMYK colour codes, and their equivalents in RGB and HTML).
6. Flexibility is a key requirement, including the need to resize easily and to look good in black and white as well as colour. The final version of the logo will need to be suitable for high quality printing. Therefore, if an entry does not meet professional technical standards, the entry will be converted professionally after submission.
7. Files should be named as follows. "LOGO2020-EU4ART-a competition identification number"
8. Please beware of a size limitation of around 25 MB for our mailbox.
9. It should be provided also a formal solution that shows the EU4ART proposed logo side by side with each partners of the Alliance logo.
10. The logo should not contain the Alliance for Common Fine Arts Curriculum wording, but we ask for a proposal of how these words can and should be adjusted, in case of necessity (optional).

The following is required when sending in material destined for the jury:

- Contestants should submit a written description (approximately 100 words in length) about the concept of your logo design, explaining its graphic identity along with other relevant information such as the programme they used to create it, the colours used, typefaces/fonts used, and any other important facts.
- Contestants must indicate any typeface/fonts used in their design, ensure that these are legally allowed to be used by EU4ART Alliance, and define any licensing rules that may apply or restrict their use.
- Contestants should **NOT** imprint or watermark any of the contact details in the proposed logo design.

Every entry should be marked with:

- The competition identification number.

Do not put your name on any component of your entry, but instead use the competition identification number that was assigned to you after registration. When working in a team (max.4 students), provide your entry with registration numbers for each team member. The Design Competition committee will reply by email within seven working days to confirm receipt of your entry/entries.

Anonymity and confidentiality

To ensure that the judging is fair, the submitted items must in no way be directly identifiable as yours. Make sure that all submitted items carry the supplied competition identification number.

Items that carry no competition identification number may get lost in the process!

Intellectual property

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. This is the entrants own responsibility and concern.

Any entrant or entrants who submit(s) a design that infringes upon intellectual or industrial property rights from another party or parties (trademarks, utility models, copyrighted images, patents or similar rights) will be excluded from participation in the competition immediately.

Entrants will not hold EU4ART Alliance responsible for damages and claims made by third parties regarding the entries.

Copyright

The proposed logo designs submitted by the prize sum winners, i.e. those ranked 1, 2, 3 will be the intellectual property of EU4ART Alliance and the designer cannot exercise any right over it. In addition, the entrant of the selected design shall not exercise moral rights of an author, and all other rights pertaining to the selected design shall belong exclusively to EU4ART Alliance. The prize winning logo proposal or elements thereof may be used, in a variation or further slight adaptations, to produce a corporate logo of the project which has the acceptance of the EU4ART Alliance, and used for promotional and display purposes, and any other use as may be deemed. All the participants agree to hand over all the unlimited and exclusive rights use of the logo solely for EU4ART Alliance even after the competition.

Declaration for Intellectual Properties

Premise: All designs must be the entrants own original work. If legal protection for intellectual property rights has been applied for, the holder of the intellectual property rights must be the entrant.

1. Based on the requirements for project and publicity, the entrant grant EU4ART Alliance all rights to copy, photograph, video-record, publish, display in public or publicise the documents/ pictures of all entries. All entrants are obliged to provide relevant files and information regarding entries.
2. 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.
3. EU4ART Alliance reserves the right to modify the winning logo to better fit the needs of the Initiative.
4. The selected design may be subject to instructions for alterations and corrections and deemed as the final design after such actions are completed. However, if the contestant is unable to fulfil such conditions, or is unable to agree on the design alteration, the entry will be rejected even after it is being selected as the winning design.
5. EU4ART Alliance reserves the right to accept or reject any entry or to annul or cancel the contest at any time prior to the payment of the prizes, without thereby incurring any liability to the affected contestants.
6. Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry.
7. In the event that any entry is found to be infringing on intellectual copy rights even after it is selected, this entry shall be rejected as the winning design. In addition, if the submitted design is found to resemble a similar artwork, EU4ART Alliance reserves the right to reject it even after it is selected as the winning design.
8. The artwork must not contain any objectionable or inappropriate content.
9. EU4ART Alliance may not be held responsible for any claim relating to the activities carried out in the framework of the contest by the contestant. EU4ART Alliance shall not be held liable for any

damage caused or sustained by any of the contestants, including any damage caused to third parties as a consequence of or during the implementation of the activities related to the contest.

Selection Criteria

Entries will be judged based on aesthetics, appearance, quality, originality, relevance and overall impact. Judging will be conducted by EU4ART Alliance sustainability and dissemination WP Team and Steering committee.

All entries based on the following criteria (though other criteria may be considered):

Relevance – Does the entry align with the theme and goals of the EU4ART Alliance initiative?

Originality – Does the composition exhibit original design, creativity, and imagination?

Aesthetic Quality – Does the submission command attention? Does it display visual balance and colour coordination? Do all the elements work together to create a unified and appealing design?

Award criteria:

- The logo proposal represents EU4ART Alliance and ensures recognisability of the basic aims (10 points)
- Uniqueness of relevant design and originality (10 points)
- Its positive and clear visual impact, aesthetics (10 points)
- Its suitability as visual emblem of EU4ART Alliance, in terms of design, colours, font, and adaptability for use in different media, and all-round applicability (10 points)

The maximum number of points is 40. Scores range from 10 points for excellent, 8 to 9 points for good, 6 to 7 points for fair, and 0 to 5 points for poor. The participating contender with the highest number of points will be the winner. There will be only one winning logo proposal. When grading, written arguments will also be taken into consideration.

Other Regulations

1. EU4ART Alliance will reject incomplete, inconsistent or improper documents and designs. Furthermore, it is the sole responsibility of the participant(s) to collect any entry materials themselves.

2. The EU4ART Alliance reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

3. The decisions of the jury are final and binding.

4. To ensure the fairness of judging, entrants may not publicise their (prize winning) entries before the announcement of the results.

5. After the award ceremony, entrants may publicise their (prize winning) entries, unless otherwise agreed with EU4ART Alliance.

6. All entrants are regarded as having a full understanding of, and willingness to comply with, the regulations for the competition.

7. The competition is organised by the EU4ART Alliance in cooperation with several partner organisations. Please do not contact any of these organisations directly regarding this competition.

8. The selected winner MUST submit a scalable vector 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 colour or in grayscale.

9. By registering you accept to receive periodic emails from EU4ART Alliance during the competition. EU4ART Alliance will never share entrants' contact information with third parties.

10. To be awarded the contestant will be required to surrender all and full copyright of the design submitted.

11. EU4ART Alliance will not be liable for re-imbusement of any costs involved in the preparation or submission of entries.

12. EU4ART Alliance is authorised to publish: a) the name of the winner; b) the locality of the winner; c) the amount awarded; d) the nature and purpose of the measure, i.e. the contest.

Agreement:

Contestants participating in this contest fully agree with all the rules of this contest.