

EASTERN PARTNERSHIP LOGO

COMPETITION RULES

Organizer: Ministry of Foreign Affairs of the Republic of Poland

Partner: Polish Association of Applied Graphic Designers

Aim of the competition

Design of logo of Eastern Partnership, that symbolizes the idea of Eastern Partnership aiming at EU close political and economic integration with six states of the Eastern Europe and the South Caucasus: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. Foundations of the cooperation within the frameworks of the programme are common European Union's values as: freedom, democracy, the rule of law, and respecting human rights. The logo should be associated with the idea of Eastern Partnership, and combine the above mentioned values with its international character. The logo will become an official element of graphic identification of the programme of Eastern Partnership and will be used during the Summit of Eastern Partnership in Warsaw, 29-30 September 2011. For more information concerning the programme of Eastern Partnership, visit a website:

www.easternpartnership.org.

The format of the competition

- **I stage – portfolio collecting**

Presenting portfolios by designers/design studios, which includes minimum 5 designs of logotypes for state, cultural institutions or of similar theme.

- **II stage – paid commissions concerning 10 designers/design studios and draft concepts of logotypes**
10 designers/design studios selected by the competition jury, will be subsequently invited to prepare minimum 2 proposals of logotypes of Eastern Partnership and received remuneration of PLN 1000 gross total.

- **III stage – selecting the winning logo and preparing a corporate identity**

Time limits / dates

- Deadline of portfolio presenting – **10 August 2011**
- Announcing a list of ten selected designers/design studios for II stage of the competition – **17 August 2011**
- Deadline of presenting logo proposals of the selected designers in the II stage – **2 September 2011**
- Winner announcement – **12 September 2011**
Implementation of the winning design, preparation of a corporate identity – **until 20 September 2011**

Conditions of participation in the competition

- Participation in the first stage of the competition (sending portfolios) is free.
- **The condition of participation in the competition is sending a portfolio in PDF format, which includes minimum five designs of logotypes for state, cultural institutions or for a similar idea.**
- **The works should be sent by email till 10 August 2011 to: office@stgu.pl.**
- The competition is addressed only to professional designers/design studios, as well as, students of design specialization. The competition is of international nature and it is especially aimed at designers/design studios from Poland and states of Eastern Partnership, that is: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine.

Awards

- Fee for preparing a draft concept in the second stage – PLN **1000 gross**.
- Fee of the winner for final preparation of the logotype – PLN **10 000 gross**.
- Fee for assignment of copyrights to the winning logo – PLN **2000 gross**.
- Fee for preparing corporate identity of the winning logo – PLN **3000 gross**.
- Remuneration is paid after an agreement with a designer/design studio is drawn.

Jury

- Prof. Czesława Frejlich – editor-in-chief of 2+3D magazine, lecturer at the Academy of Fine Arts in Kraków
- Prof. Janusz Górski - lecturer at the Academy of Fine Arts in Gdańsk, Curator of AMS Poster Gallery Project
- Prof. Mirosław Adamczyk – designer, lecturer at the University of Arts in Poznań
- Dr Justyna Kucharczyk – designer, lecturer at the Academy of Fine Arts in Katowice
- Dr Dawid Korzekwa – chairman of the Association of Applied Graphic Designers, lecturer at the Academy of Fine Arts in Katowice
- Andrzej Cieszkowski – Plenipotentiary of the Minister of Foreign Affairs for the Eastern Partnership
- Katarzyna Słoniewicz – Eastern Department of the Ministry of Foreign Affairs, Eastern Partnership and EU Policy towards Eastern Europe Department
- Jacek Multanowski – Deputy Director of Department of Public and Cultural Diplomacy of the Ministry of Foreign Affairs
- Ewelina Lenzioszek – Department of Public and Cultural Diplomacy of the Ministry of Foreign Affairs, Programmes and Projects Department

Logo assessment's criteria

- functionality and usefulness
- clearness of idea's message of Eastern Partnership programme
- innovative character and creativity
- attractive design
- easiness of conversion to different media

Copyrights

- Author / Authors retain their proprietary copyrights to works sent in the second stage of the competition .
- Author / authors of the winning design assign the proprietary copyrights to the Organizer.

Liability of the Organizer

- The Organizer shall not be liable for any material or non-material damage including detriment, violation of bodily integrity or moral damage sustained by the participant as the result of his/her participation in the Competition or as the result of winning or failure to win the award.
- The Participant shall bear full and exclusive responsibility when his/her entering the competition infringes the rights of third parties, Competition Rules provisions or legally binding rules of law.
- The Organizer shall not be liable for any issues influencing correctness of applications: errors, omissions, stealing, devastation, replacement, unauthorized access to applications, loss of applications or delay in their delivery for the Organizer caused by factors beyond the influence of the Organizer.

Final provisions

- The Organizer shall make the above mentioned information accessible for participants via the Internet, on the websites of the Organizer www.msz.gov.pl, Partner www.stgu.pl and on other portals.
- Competition award-winners shall be obliged to make the winning works accessible for the Organizer in a form provided for in the agreement drawn up with the Organizer.
- Winners of each stage of the competition shall be informed by e-mail or by phone.

- The competition jury shall choose; by a majority vote, 3 designs from sent works, and the final decision on the winning logotype shall be made by the Minister of Foreign Affairs of the Republic of Poland, Radosław Sikorski or a person authorized by him; possibly, with consulting the partners from the European Commission and External Action Service of the European Union.
- In case of failure to make the final decision on the winning logotype by the Minister of Foreign Affairs of the Republic of Poland, Radosław Sikorski or a person authorized by him; possibly, with consulting the partners from the European Commission and External Action Service of the European Union, the competition jury reserves the right to allocate the award between recommended three designs.
- Competition Rules are available on the websites of Organizer and Partner.
- The Organizer may reserve the right to free publishing and presentation of designs proposed for the competition, and the right to process and use personal details of the competition participants for promotion purposes.
- Entering the Competition means accepting conditions hereof.
- The provisions of the Polish Civil Code and Data Protection Act shall apply to all matters not regulated herein.
- All disputes aroused in connection to the Competition; between the Organizer and the Participants, shall be considered by a court having a jurisdiction over the seat of the Organizer.
- By entering the Competition, the Participants agree to have their data processed by the Competition's Organizer according to the Data Protection Act of 29 August 1997 (Dz.U. 2002 no. 101, item 926 as amended).
- The competition cannot remain unsettled.

Contact / competition secretariat

The competition secretariat will provide with all information concerning the competition by phone or by e-mail:
Polish Association of Applied Graphic Designers, office@stgu.pl, tel. 0048 600 599 011, www.stgu.pl