



Call for Proposals for New Logo Design for the Central European Initiative

Submission deadline: 21 August 2017

The Central European Initiative Executive Secretariat (CEI-ES) is pleased to announce its new logo competition. This logo will represent the Organisation in all official documents and communication tools.

1. Background of Organisation

The Central European Initiative (CEI), founded in Budapest on 11 November 1989, is a regional intergovernmental forum committed to supporting European integration through cooperation between and among its Member States and with the European Union (EU), other interested public institutions or private and non-governmental organisations (NGOs), as well as international and regional organisations. In order to offer a solid contribution to European integration, the CEI combines multilateral diplomacy and project management, both as donor and recipient. Its institutional and geographical position enables the CEI to act as a bridge between European macro-regions. The CEI membership consists of 10 EU countries and 8 non-EU countries: Albania, Austria, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Hungary, Italy, Macedonia, Moldova, Montenegro, Poland, Romania, Slovakia, Slovenia, Serbia, and Ukraine.

In promoting cooperation among its Member States, the CEI disposes of several funding instruments. More information available [HERE](#).

1. Definitions

“Entry” means a logo design created by the Entrant for this Competition.

“Entrant” means the individual that offers the Entry under the terms of this Competition.

“CEI-ES” means Central European Initiative- Executive Secretariat

“Organisation” means Central European Initiative

“Rules” means Official Rules

2. Competition

The new CEI logo should be an elaboration of the current one. It will have to be simple, modern, energetic and innovative. The logo must include both the letters of the “CEI” (or the letters can be placed next to the logo) and the full name of the Organisation. It should represent the following concepts: An Organisation, made up of 18 Member States, fostering regional cooperation for European integration. The logo shall be easily recognisable and, as such, should stand out and be different from other logos. The design should be in colour, but should also be usable in black & white. The specific colours that need to be included in the design are white, blue and yellow. Candidates may also submit a variant with other colours.

3. Eligibility

The Competition is open only to legal residents of the 18 CEI Member States, individuals and companies or entities specialised in communication and graphic design. By entering this Competition, Entrants agree to be bound by these Rules.

4. Rules

This document describes the Rules of CEI Logo Competition organised by the CEI Executive Secretariat (“CEI-ES”). The object of this competition is to design a logo for the CEI. Information on how to enter and about the

prizes is part of these Rules. To the extent of any inconsistency, these Rules prevail. Entries that are incomplete or do not adhere to the Rules or specifications may be disqualified at the sole discretion of the CEI.

5. Submission Guidelines

- The limit on attachment sizes for our email is 5Mb. If your submission exceeds this size, even after compression, please send the images individually and note clearly in your emails that you are doing so.
- The CEI reserves the right to reject any or all logo submissions, and to extend or cancel the competition at its discretion.
- No more than 3 Entries, and each related black & white version, may be submitted by any one Entrant.
- The logo will be used online, in print, on formal documents and publications and other uses the CEI deems appropriate. Flexibility is a key requirement, including the need to resize easily and to look good in black & white as well as colour. The final version of the logo will need to be suitable for high quality printing.

6. Copyright/intellectual property

The CEI will register the winning logo as a Trademark. Because of this, Entrants should take care to ensure that their Entries are not in any way similar to existing logos or other copyrighted images. A logo that cannot be registered as a Trademark, no matter how well crafted, cannot win the Contest.

All entry materials become the exclusive property of the Organisation and will not be returned. Any and all intellectual property rights in and ownership of the winning submission will be deemed transferred, without any compensation or consideration, to the CEI at the time of submission. If considered necessary by the CEI, the winner will be required, and undertakes by virtue of his/her submission, to sign an *affidavit* of eligibility and transfer to the CEI the intellectual property rights and ownership of the winning logo entry. The Organisation's website will announce the winner on a page devoted to the logo and the competition.

The CEI shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.

7. Detailed Design Requirements

- Due to the requirements for high quality printing and re-sizing, Entries must be submitted in scalable vector graphic format (EPS).
- The logo needs to contain the letter sequence of the "CEI" (or the letters can be placed next to the logo) and the full name of the Organisation. It may or may not have a tagline which succinctly describes the mission of the Organisation. The Organisation reserves the right to accept the tagline, but reject the logo.
- We advise against the use of halftones and gradients unless created inside a vector graphics programme.
- Colour in this version must be white, blue and yellow, no spot colours.
- No more than these three colours.
- We require a black & white version to accompany a colour version.
- The logo needs to be recognisable when printed as small as 1.5 cm. and as large as 150 cm.
- Do not use more than two fonts.
- Logo submissions may not contain copyrighted or proprietary images, including the current logo. This means no clip art files or stock images. You must create these elements from scratch if they are used.
- JPGs must be at least 300 dpi in density and 1200x1200 dpi of the logo are also requested so that entries can be posted to the CEI web site without the need for conversion.
- The logo should not be too vertical or horizontal in orientation.
- Consider contemporary trends in logo design, but remain timeless.
- Be adaptable to multiple uses. The logo will appear on the Organisation's website, social media, promotional materials, and other media as deemed appropriate by the CEI. The logo should not lose impact or legibility when substantially reduced.

8. Compensation

The winner will be awarded with a total amount of 1,000 EUR.

9. How to enter

Entries must be submitted in electronic format (Subject: Call for New CEI Logo Design) to the CEI Executive Secretariat at: info@cei.int. The entries must be submitted as a scalable vector graphic in EPS format and also as a JPG. Entries must conform to the Submission Guidelines set out above. Entries which fail to do so will be rejected. shall be submitted

The email must include the name, age, institution, postal address, phone number/s and email address of the Entrant (use attached submission form).

The deadline for Entries is midnight **on 21 August, 2017, CEST (GMT+2) Trieste time.**

We will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in email.

By submitting, the Entrant of any candidate logo gives ownership of the logo design to the Central European Initiative.

We are able to handle most common file compression formats.

10. Decision Process

All entry designs will be screened and those that comply with the Rules and have met the guidelines and specifications, will be judged by the CEI staff. Entries will be judged on their visual appeal, adherence to the concept prompting the competition, quality of design, and ease of reproduction for the purposes stated above.

When the CEI-ES has a shortlist of Entries, the winner will be determined by the CEI Committee of National Coordinators.

The winner will be notified by email. In the event that no entry is selected, the CEI reserves the right to declare no winner and run the competition again at a later date.

11. Prize winner notification

The winner will be announced and the logo revealed approximately in November.

For any questions: info@cei.int

12. Timetable

Activity	Date
Publication of Call	06.06.2017
Deadline for submission of <i>Entries</i>	21.08.2017, Midnight CEST (GMT+2) Trieste time.
Evaluation of <i>Entries</i> / selection and CNC approval	September / October
Communication to successful <i>Entrant</i>	November