

RULES OF THE COMPETITION FOR A LOGO CELEBRATING 600 YEARS OF DIPLOMATIC RELATIONS BETWEEN POLAND AND TURKEY IN 2014

Organizer: Ministries of Foreign Affairs of the Republic of Poland and of the Republic of Turkey

Partner: STGU (Association of Polish Graphic Designers)

Aims of the Competition:

Design for a logotype of "the joint Polish and Turkish celebration of the 600th anniversary of establishing diplomatic relations between the countries" should adequately reflect the unique nature of the mutual relation. This uniqueness is fostered not only by very good trade or political contacts between the nations and the interpenetrating cultures, but also through the **durability of the dialogue, mutual respect and understanding**, the ability to maintain communication even in the difficult times of Polish - Ottoman Empire relations in the past. In consideration of the above, the common logotype for the joint Polish – Turkish celebrations of the 600th anniversary of establishing diplomatic relations should arise the following connotations:

- **600-year tradition of strong Polish-Turkish bonds:** through politics, trade and cultures,
- **permeating cultures**, enriching our nations and leaving a meaningful trace in our mutual history and awareness
- the ability to maintain a **dialogue and to solve problems** through negotiation in a religiously diverse world,
- **strong roots in Europe and the European values and** a reference to the contemporary challenges related to the similar political aims, such as NATO and EU membership;
- **dynamic development of both countries** in the new political and economic reality;
- **the wealth of cultural and civilisational achievements of both countries.**
- **continuous Polish support of Turkish efforts to join EU,**
- **mutual and friendly relations** in all fields of cooperation,
- reference to the model of **the Polish-Turkish relations**, through history and at present, as **an example to be followed.**

Formula of the Competition:

Stage I – collecting portfolios

Submitting a portfolio by designers / design studio, comprising at least 5 different logotype designs to be used by public administration bodies, cultural or other similar institutions.

Stage II – 10 selected designers/designer studio are offered an order for preliminary conceptual designs of logotypes with a payment

The **10 designers/designer firms** selected by the competition jury will be invited to prepare a proposal involving at least 3 logotypes for the 600th anniversary of establishing Polish-Turkish diplomatic relations, subject to remuneration at the total gross amount of PLN 1000. Every such presentation should include 2 parts: the sign itself in the first part, and in the other part – presentation of the sign accompanied by the slogan promoting the occasion; the slogan will be provided in the notice informing participants that they have been selected for this stage of the competition. If the proposed logotype does not include a graphic sign – i.e. comprises only typography – presentation of only one proposal is allowed.

Stage III – selection of the winning logo and preparing the logo standard guide.

Deadlines:

- Opening date: 12 July 2013

- **Portfolio submission deadline: 29 July 2013**

- Announcing the list of 10 designers/design studio to enter Stage II: 9 August 2013

- Deadline for submitting the logo proposal for the 10 selected designers at Stage II: 9 September 2013
- Announcing the winner: 16 September 2013
- Implementation, preparing the logo guide: 27 September 2013

Terms and Conditions for Participation:

• Participation in the first stage of the competition (submitting portfolios) is not subject to any refund or remuneration. The organizer does not refund any costs incurred in connection with preparing or submitting the portfolio.

• **Participants should send in their portfolios in the PDF file format, including at least 5 different logotype designs to be used by public administration bodies, cultural or similar institutions.**

The designs should be submitted via e-mail by 29 July 2013 to the following address:

office@stgu.pl. Attached portfolio should be named as a designer / studio name.

• The competition is addressed to professional designers / design firms and design school students only. It is an international contest, and it is mainly aimed at designers / design firms from Poland and Turkey.

Rewards:

• Remuneration owed for preparing a preliminary conceptual design at Stage II - **PLN 1000 gross. (about 230 euro).**

• Remuneration for the winner in return for completing the logotype – **PLN 6000 gross (about 1400 euro).**

• Fee owed for transferring the copyrights to the winning logo – **PLN 2000 gross (about 460 euro)**

• Fee owed for preparing the logo guide for the winning logo – **PLN 6000 gross (about 1400 euro).**

• All remuneration is payable under an agreement signed with a designer / design studio.

• The accurate amounts depend on exchange rate.

Jury Members:

• Piotr Paszkowski – Director of the Political Office of the Minister of Foreign Affairs of Poland

• Joanna Skoczek – Director of the Department of Public and Cultural Diplomacy of the Ministry of Foreign Affairs of Poland

• İstem Circiroğlu, Counselor-Minister, Deputy Chief of Mission, Embassy of Turkey in Poland

• Kasım Sonkaya, Attaché of Culture and Promotion, Embassy of Turkey in Poland

• Esen Karol – graphic designer, lecturer at Bilgi University in Istanbul, winner of numerous awards, participant of numerous exhibitions,

• Geray Gencer – graphic designer, owner of a graphic studio in Istanbul, winner of numerous awards, participant of numerous exhibitions

• dr Dawid Korzekwa – graphic designer, president of Association of Polish Graphic Designers, lecturer at the Academy of Fine Arts in Katowice,

• prof. Lech Majewski – graphic designer, honorary member of Association of Polish Graphic Designers, lecturer at the Academy of Fine Arts in Warsaw.

Criteria for logo assessment:

• usability and practicality

• clearly legible message conveying the notion of the 600th anniversary of establishing diplomatic relations between Poland and Turkey on the international arena

• innovativeness and creativeness

• aesthetic value of the design

• convertability to different media

Copyrights:

• The Author / Authors keep their proprietary copyrights to the works submitted as part of Stage II of the Competition.

• The Author / Authors of the winning design transfer their proprietary copyrights onto the Organizer, subject to a fee.

Organizer Responsibilities:

- The Organizer is not liable for any material or non-material damage, this including any damage, loss, violation of body inviolability, or pain and suffering sustained by the Participant in connection with their participation in the Competition or in relation to awarding or not awarding the prize.
- The Participant is solely and fully liable in the event their entry infringes any third party rights or any of the Rules or provisions of law.
- The Organizer is not liable for any of the following factors which may influence the correctness of entries: errors, omission, theft, destruction, alteration, unauthorized access to entries, loss of entries or delay in submitting entries to the Organizer due to circumstances beyond control of the Organizer.

Final Provisions:

- The Organizer makes all the above information available to the participants via the Internet, on the Organizer's website www.msz.gov.pl and www.mfa.gov.tr, the Partner's website www.stgu.pl and other portals.
- The winners will make the winning designs available to the Organizer in the manner prescribed in the agreement signed with the Organizer.
- The participants winning particular stages of the competition will be informed of that fact via e-mail or telephone.
- The Jury will select 1 winning design out of all submitted designs by way of voting.
- Rules of the Competition are available on the Organizer's and Partner's websites.
- The Organizer reserves the right to free-of-charge publication and presentation of the designs submitted and to use them for promotional purposes, and the right to process and use the participants' data for promotional purposes.
- By taking part in the Competition, the Participant accepts the hereby Rules.
- In all matters not regulated herein the appropriate provisions of the Polish Civil Code and of the Act on personal data protection will apply.
- All disputes arising in connection with the Competition between the Organizer and Participants will be resolved by the common court with jurisdiction over the seat of the Organizer.
- By taking part in the Competition, the Participant grants his/her consent to have their personal data processed by the Organizer pursuant to the Act of 29 August 1997 on personal data protection (Journal of Law of 2002, No. 101, item 926, as amended).
- The Competition may not be closed without appointing its winners.

Contact / Competition office:

For more information about the competition, call or e-mail us:

Association of Polish Graphic Designers (STGU): office@stgu.pl, tel. 0048 509 608 459, www.stgu.pl