

Competition for designing a new Corporate Image of the European University Institute on the occasion of its 30th Anniversary

The European University Institute celebrates this year its 30th Anniversary. On this occasion, the EUI is launching an open competition for the design of a new corporate identity.

Entrants

The competition is international and open to all individuals and companies with a background in graphic design.

Theme of the competition

The proposal for a new corporate identity should include proposals for an original and unpublished logo.

Documentation

To take part in the competition, the following documentation should be forwarded to the EUI

- A design for a logo
 - ❖ The proposal should be innovative but at the same time retain some elements of reference to the existing design.
- An example of the application of the logo on a letterhead, visiting card, working paper or book cover and poster, including the full name of the EUI
 - ❖ The proposal should be designed so that it can be used on various supports i.e. electronic, paper, ceramics, textile etc.
- A brief curriculum vitae and professional outline including personal data

Background information on the European University Institute can be found on the EUI website <http://www.iue.it>. No further information will be provided.

Jury

The proposals will be evaluated by a jury composed of both EUI members and externals who will select the best three proposals and award the prizes. The proposal awarded first place will receive a prize of €3,000, the one placed second will receive €2,000, and the proposal placed third will receive €1,000.

Selection

The winners will be contacted personally at the end of May 2006

The jury decides to award all prizes, some or no prizes. The decision of the jury is final and not subject to appeal

The electronic files received in the framework of the competition will not be returned.

The winning entries will be for exclusive use by the EUI, which may use and reproduce them on all EUI supports.

Should a winning entry need further elaboration, compensation will be granted where necessary.

Expiry Date

Proposals should be sent by 19 April 2006, by zipped e-mail to Logo@iue.it
Proposals arriving after that date will be excluded from the competition.