



## **TERMS AND CONDITIONS FOR THE IDEAS COMPETITION TO CREATE A NEW LOGO FOR THE UNIVERSIDADE DE VIGO THROUGH A JURY-BASED PROCESS**

### **1. Goal of the competition**

The competition aims at selecting an idea to create the new logo of the Universidade de Vigo and the subsequent granting of a prize for that idea.

The logo will be used to identify the institution in all actions necessary such as publicity, communications, publications and editing, projects, signs and labels, etc. It will be the base for the new corporate image of the university.

Participants must consider the factors listed under item 11 of these terms and conditions related to the identity of the Universidade de Vigo in order to develop their ideas.

## **2. Granting of Awards**

The procedure to grant the award will be through an open call for proposals. The winner will be selected on a competitive basis by a jury and according to the criteria set forth in these terms and conditions.

## **3. Participants**

Any individual or legal entity may participate in the competition.

Participants are allowed to submit several proposals but separately and with different pseudonyms, as specified under item 5.

Participants must not be in any of the circumstances listed in article 10, section 2 of Act 9/2007 of 13th June of grants of Galicia that hinder the reception of this award by the Universidade de Vigo.

## **4. Award**

There is a single prize of 12,000 euros for the participant whose design is selected by the jury. The amount will be subjected to the appropriate tax deduction under Spanish law.

## **5. Submission of proposals**

Each proposal must include a single design and must be submitted in two different envelopes, A and B, according to the following guidelines:

**A)** Envelop A must include all the contact details of the author: name (of individual or organisation), ID or fiscal identification number, telephone, e-mail address, fax or any other contact detail. Besides, they must also include:

-Individuals: a copy of their ID or official identification document for foreigners and a statement of responsibility according to the annex for individuals.

- Organisations: copy of the ID of the legal representatives, copy of the registration certificate and the certificate identifying the representatives legally if necessary and a statement of responsibility according to the annex for organisations. Foreign organisations must accredit their status in the way demanded by the country in which they are registered.

On the outside of this envelop please write:

- Envelope A: Contact Details.
- Ideas Competition for the creation of a new logo for the Universidade de Vigo.
- Participant's pseudonym.

**B)** Envelope B must include the design on A3 size on a rigid surface, design in digital format and the written explanatory proposal of the proposed design. The paper version of the design -on the back side- and the digital format must be identified with the pseudonym. Additionally, documentation relative to how to adapt the logo to different spaces and formats may be included. These documents have to be drafted in Galician, Spanish and English.

On the outside of this envelope please write:

- Envelope B: Logo proposal.
- Ideas Competition for the creation of a new logo for the Universidade de Vigo.
- Participant's pseudonym.

Any identification on the envelopes and the documentation in envelope B that is not the pseudonym and allows for the identification of the participant will mean immediate exclusion from the competition.

## **6. Place and deadline**

Applications must be submitted to the Registry of the Universidade de Vigo (Servizos Centrais, Campus de Vigo) or any support registry of Vigo (Edificio Anexo á E.U.Enxeñaría Técnica Industrial and E.U. Estudos Empresariais, Rúa Torrecedeira), of the Campus de Ourense (Edificio Administrativo) and of the Campus de Pontevedra (E.U.Enxeñaría Técnica Forestal) or through any of the means set forth in article 38.4º of the Act 30/1992, of 26th November of the legal regime for the public administration and common administrative procedures.

If the application is submitted in a registry other than the General registry in the Campus of Vigo, please send a copy of the documents via e-mail with the registration number to the address [imaxe@uvigo.es](mailto:imaxe@uvigo.es)

The submission deadline is 30 calendar days from the publication of the resolution of the Vice-chancellor in the Official Journal of Galicia. If the deadline date is a holiday, Saturday or Sunday, the deadline will be the next working day.

## 7. Jury.

The winner will be selected by a jury.

The composition of the jury is the following:

President: Lluís Morón, Director General of the Fundación Signes.

Members:

- Alan Baines (BA Honours) Graphic Design Course Director) Central Saint Martins College of Art and Design.
- Geoff Fowle (MA Communication Design Course Director) Central Saint Martins College of Art and Design.
- Alvaro Sobrino, editor of Visual.
- Fernando Suárez Cabeza, director of Image Area of Universidade de Vigo.

Secretary: Iván Area, director of Institutional Affairs of the Universidade de Vigo de Relações Institucionais da Universidade de Vigo.

The jury will be organised before the end of the deadline for proposals. According to a Vice-chancellor resolution, other members of the jury may be designated to replace the above-mentioned ones if there is a justified absence of any of them.

The jury is in charge of the following tasks:

- a) Admission of the proposals submitted for the competition, which must be duly registered in the minutes. The minutes must also reflect the excluded designs and specify the reasons for exclusion.
- b) The assessment of the designs submitted and the rest of the documents submitted by the participants.
- c) The power to not award the prize, justifying the reasons for this decision.
- d) The identification of the winner opening envelope A after registering the winning design in the minutes.
- e) The submission to the Vice-chancellor of the Universidade de Vigo of the proposal for a resolution of the ideas competition. The maximum deadline for the jury to send the proposal for the award to the Vice-chancellor of

the University will be 25 calendar days since the deadline for proposal submission.

f) The interpretation of these terms and conditions and the resolution of any questions that may arise due to the competition.

The jury must function according to the provisions in Title II, chapter 2 of the Act 30/1992, of 26th November, of the legal regime for the public administration and common administrative procedures.

## **8. Criteria**

Artistic and symbolic values as well as the capacity to represent and communicate will be the determining aspects valued to choose the winner.

Furthermore, the versatility potential of the design to be applied on different supports will be assessed too.

The jury will be completely independent and it will choose a winner according to the evaluation criteria and the scores included hereafter, with a maximum of twenty (20) points per proposal:

a) Capacity of the proposal to represent the values and the personality of the

Universidade de Vigo (from 0 to 5 points).

b) Adequacy of the graphic solution to the needs of the institution (from 0 to 5 points).

c) Applicability and reproducibility of the proposal (from 0 to 5 points).

d) Proposal's potential (from 0 to 5 points).

## **9. Resolution, publicity and resources**

The resolution regarding the ideas competition will be adopted by the Vice-chancellor of the Universidade de Vigo.

Within the next ten days the Vice-chancellor's resolution will be communicated to the author of the proposal selected.

The resolution will be made public on the notice board of the General Registry and the website of the Universidade de Vigo.

Against the Vice-chancellor's resolution, which ends the administrative process, an appeal may be lodged before the Vice-chancellor within one month, the deadlines starting the day after the publication of the resolution. If an appeal is lodged, no court case may be filed unless the former is concluded.

## **10. Payment**

The payment will be done once the procedures for concession are over.

## **11. Aspects related to the identity of the Universidade de Vigo that the design must encapsulate**

The logo and other elements of the corporate identity of the Universidade de Vigo are the visual support of its personality. With the object of having higher coherence levels between the design and identity of the university, a series of strategic objectives relevant due to the influence they have regarding the conceptualisation and materialisation of the image are listed below, as well as other aspects to be considered in the proposal:

- To express the renewed values of the Universidade de Vigo. The new image must represent the institution's new project.
- To facilitate the institution's adaptation to the European Higher Education Area.
- To disseminate the perception of the Universidade de Vigo as a transformation agent of its socioeconomic environment.
- To increase the capacity of the university to attract its target audience, i.e. future students
- External projection of the University: to place the Universidade de Vigo in the field of higher studies, in the scientific community and in relation with socio economic agents.
- To become one of the identifying symbols that may make a difference in comparison with competitors.
- To foster internal cohesion of the university members through an identity symbol that represents the diversity of the institution.

The Universidade de Vigo is a dynamic institution.

It is an avant-garde and entrepreneurial Galician University where R+D+i and new technologies are the axis for its future projection.

With its three campuses it is a decentralised, plural and participative institution where most knowledge areas have their own space, from Technology to Humanities or Environmental Sciences.

The University, though still young, is deeply linked to the socio economic and cultural fabric of its area of influence, which may be translated in an active commitment to scientific, cultural and business progress of Galician. Therefore, one of its most important missions is to generate the needed research structure for knowledge transfer to be a fruitful reality.

The university strives, in a nutshell, for providing high level training of professionals needed for the society of the 21<sup>st</sup> century.

Apart from these facts, other formal factors have to be taken into consideration in order to ensure the functionality of the new brand and improve its implementation. These factors are the following:

- The design must be based on a simplicity of elements, which will facilitate mass dissemination of the brand and a wealth of applications to be developed.
  
- To assess the potential of the design, with open not locally bound proposals, filled with versatility, which may not limit the future architecture of the brand and which evoke potential contact points - scenarios- with its target group.

Equally important is the relationship of the selected design with the sub emitters and sub subemitters of the university. The University of Vigo has a large number of Departments, Centres, Services, Areas, Offices, Titles... each of them has its own character, denomination and image. The new brand has to replace this diversity and the new logo has to be designed to become a vehicle for all these different offers.

## **12. Copyright and industrial rights**

The author of the selected design confers the exclusive right to use the work to the University of Vigo without any limitation and in any modality. The award includes the price of the concession under article 17 of the renewed text of the Copyright Act.

According to that set forth in article 14<sup>th</sup> of the above-mentioned act, the author gives authorisation to the university to modify, develop or adapt this design using any means necessary. The concession of the award does not give the winner any right to undertake the adaptation or development of applications of the design and idea selected in this competition.

The University of Vigo is the owner of the design and can, if necessary and according to the existing legislation, register it and acquire the industrial copyright.

The authors of the proposals may confer the university the free distribution and public communication rights to the University of Vigo in order to be shown in exhibitions or be part of a catalogue or publicatio

### **13. Acceptance of regulations**

Participation in this competition implies full acceptance of these rules.

Vigo, \_\_ March 2008

THE VICE-CHANCELLOR OF THE UNIVERSIDADE DE VIGO

Signed Alberto Gago Rodríguez

## ANNEX: STATEMENT OF RESPONSABILITY

*For individuals:*

Mr/Ms (name and surname), with ID nr (ID nr) ,

STATES

that s/he participates in the ideas competition to create a new logo for the Universidade de Vigo under the pseudonym (pseudonym) ,

that I know and accept the rules and regulations and that I am not in any of the circumstances set forth in article 10 section 2 of Act 9/2007 of 13<sup>th</sup> June of Grants of Galicia that prevent me to be a beneficiary of the grants and awards of the Universidade de Vigo.

To all effects I so declare in (place), (date)

Signed

## ANNEX: STATEMENT OF RESPONSABILITY

*For legal entities:*

Mr/Ms (name and surname), with ID nr (ID nr), on behalf of the organisation (full name and description of the legal status of the entity)

STATES

that the organisation s/he represents participates in the ideas competition to create a new logo for the University of Vigo under the pseudonym (pseudonym),

that they know and accept the rules and regulations and that they are not in any of the circumstances set forth in article 10 section 2 of Act 9/2007 of 13<sup>th</sup> June of Grants of Galicia that prevent it to be a beneficiary of the grants and awards of the Universidade de Vigo.

To all effects I so declare in (place), (date)

Signed



