GRA - **Logo Design Contest**

International call for ideas for the new logo of *greekarchitects*.gr and *greekarchitects.gr/en*

Call for contest

As part of GreekArchitect's 15th anniversary celebration activities we are refreshing our visual identity. We would like to follow up this anniversary by announcing a *greekarchitects.gr* **Logo Design Contest** with the aim to allow our architecture and design community to take active part in the development of our portal's new look.

Expected design

Submitted artworks shall be in line with the official **Design Brief**. For additional background information and guidance you are advised to visit our site: www.greekarchitects.gr and http://www.greekarchitects.gr/en.

Terms and conditions for participation

Anybody (graphic designer, graphic artist, designer, architect, student or individual) can contribute their creative ideas, as long as they accept the **Terms and Conditions** and **General conditions**. All the logo ideas that meet the eligibility criteria will be presented on line. The declared winner will be publicly announced in June 2017.

How to participate

Designs shall be submitted by **5th May 2017** by email.

Prizes

The **winner** will receive a prize of **EUR 400**.
The second and third prizes will be as follows: an overall **EUR 150**, an overall **EUR 100.**
The fourth and fifth prizes will receive a gold membership for one year on greekarchitects.gr and two issues in pdf of their choice of the *GRA Review*.

Deadline for entry submissions is **5th May 2017**.

From 1st March 2017 to 31th March 2017 all those wishing to take part in the contest may ask for clarifications by writing in English to the following address only: anastasakis@greekarchitects.gr

GREEKARCHITECTS.gr Logo **Design Brief**

About GREEKARCHITECTS.gr

The e-magazine GreekArchitects.gr (GRA) first appeared on the Web on March **2002** aiming at covering an info void regarding architecture in Greece. The goals as well as the general philosophy of its web site follows the honest approach of presenting and commenting on architectural issues on the basis of respect and penetrating observation on the viewing of works of architecture and design.

A. General

GREEKARCHITECTS.gr invites designers, architects, graphic designers and individuals from all over the world to propose the logo that will characterize the portal, its role and its activities and will be suitable for use in Greece and abroad. The logo will be mainly aimed towards English-speaking audiences. In respect of the portal's history and legacy, the modified and adapted branding should incorporate a slight visual hint of the existing logo, but should evolve into a digitally intelligent eye-catching logo.

We are looking for design solutions that are fresh. The winning design should use few colors and tones in an attractive way - communicating all the crucial information and impressions at a glance. Simplicity and contemporary typeface is welcome.

The main points underlying the creation of the logo are:

• Innovative and intelligent.

• Serious, interested, curious.

• Originality and simplicity.

• Uniqueness and authenticity.

• It should be simple, legible and easily memorable.

• Ability to be printed on any material.

• Competent technical design, in order to be correctly printed in black and white or in color format, making it suitable for multiple applications. There must be a possibility to adjust it to a wide variety of media and contexts.

Current logo:

B. Technical Specifications

1. The logo will be delivered by all participants electronically in size 15cm in the following electronic format: jpeg 150 dpi RGB color, grayscale black and white and outline bitmap. The logo must be accompanied by a brief description of the rationale explaining its meaning in text accompanied by sketches or other relevant materials, without exceeding one (1) page A4 in Greek or in English, in PDF format.

2. The logo must not exceed the 4 PANTONE colors or the four colors of the color process.

3. The logo must not be or contain images, photographs, faces, trademarks distinctive features, verbal messages or other items that require license or permission for use, reproduction, publication and exploitation.

4. The logo must be original. Stock photography is not allowed in this contest. All submitted elements must be designed solely by you.

5. The logo must be compatible to be used in black and white or color (CMYK or PANTONE) printing, as well as in dimensions from 1.5 cm to 100 cm, without altering its clarity, without distortion and remaining legible.

6. Five finalists will be selected on 15th May 2017 to submitt within a week the logo to EPS layered open file, PSD layered open file and TIFF or JPEG. Note that PSDs saved as EPS files are not true vector / scalable files and will not be accepted. All text in the graphic should be converted to outlines. The logo will be delivered by the 5 finalists on 22th May 2017 electronically in size A4 in the following electronic formats:

a. Vector colored (Pantone and CMYK) black and white and outline.

b. Tiff 300 dpi color CMYK and RGB black and white grayscale and outline bitmap.

7. The logo design should take into consideration the fact that it may be used for different needs, (e.g. educational exhibition, stands decoration, banner, in websites, on banners, in print and online ads, letterhead, etc.).

C. Terms and Conditions

1. In refreshing its visual identity, GREEKARHCITECTS.gr launches a "GREEKARHCITECTS.gr Logo Design Contest". The contest is open to all interested individuals. Entrants will be judged on how well their designs meet the Design Brief.

2. The "GREEKARHCITECTS.gr Logo Design Contest" starts on 1st March 2017 and ends on 5th May 2017 for all participants and on 22th May 2017 for the five finalists.

3. The logos will be submitted by email no later than 05/05/2017 at 23:59 GMT. Submissions after the set deadline will not be considered. Subject 'Logo Contest' should be added to all emails.

4. Each contestant will submit one (1) .zip or .rar file maximum size 3MB with the following attachments:

a. Personal data of the contestant (physical person) and text with the meaning of the logo, all in A4 file in pdf format.

b.The logo – each submission may contain up to three (3) proposals / variations. Each variation must be in jpeg 150 dpi RGB color, grayscale black and white and outline bitmap. Entry (1, 2 or 3 variations) is an image of the JPG type, presented on A4 paper (1, 2 or 3 papers) with dimensions of 297mm (width) x 210mm (height), equivalent to 3500pixel x 2400pixel and total volume of no more than 3MB.

All submissions to be made electronically only, sent to the Director of greekarchitects: anastasakis@greekarchitects.gr AND anastasakis@tee.gr.

5. Submissions are accepted from professionals or students in graphic design, design or architecture, as well as from individuals from Greece and abroad.

6. The Greekarchitects.gr portal has the right to choose any logo among the proposals that will be submitted. One (1) logo proposal will be selected for use.

7. The author of the selected logo will be offered: EUR 400 (four hundrends euro).
The second and third prizes will be as follows: an overall EUR 150, an overall EUR 100. All amounts will be trasnfered by paypal. The fourth and fifth prizes will receive a gold membership for one year on greekarchitects.gr and two issues of their choice in pdf files of the GRA Review. Honorable mentions without financial compensation also to be distributed depending on the number and the quality of the entries.

8. Participants (only persons and only one person per submission) are to provide all required registration information (including their full name, institution attended if applicable, e-mail address, contact phone number) in order to take part in this contest and their artwork must be in line with the specifications of the design brief. Initial registration for entry must be submitted by email to anastasakis@tee.gr. The registration will be considered as valid after the payment of the correspondant entry fee. The registrant will receive by email a positive response for his/her valid registration. The same email address used for the registration must be used by the registrant for the submission of his/her proposal.

9. Early entry fee is Euro 10.00 (ten euro). Late (from 1st April 2017 to 30th April 2017) entry fee is Euro 20.00 (twenty euro). Entry fee is non-refundable even in case of non participation. All entry fees will be submitted by paypal (or bank trasfer for greek residents).

10. Entries should be submitted by email at anastasakis@greekarchitects.gr AND anastasakis@tee.gr.

D. Schedule 2017

- March 1 – March 31	Early registration (EUR10)
- April 1 – April 30	Late registration (EUR20)
- May 5	Submission of all entrants
- May 15	Selection of the 5 finalists
- May 22	Submission of the 5 finalists
- June	Announcement of the winners

E. General Conditions

1. Each contestant may submit up to three (3) different logos or variations of the same logo with one registration. All will be submitted together in the same .zip or .rar file.

2. Proposals / participations will be evaluated by a GREEKARCHITECTS.gr committee, at the discretion of GREEKARCHITECTS and without any obligation towards the contestants.

3. The creator of the logo agrees that by sending their submission renounce their copyright, and their work becomes the property of GREEKARCHITECTS.

4. Entrants whose submissions were not chosen retain the copyright but give GREEKARCHITECTS exclusive rights to use their logo submission or any part of the submissions for educational publicity and/or promotional purposes. These include, but are not limited to, website display, print materials, Social Media outlets, exhibits, and any other legal form.

5. Contestants agree that with their participation, they accept the terms and conditions of the competition and the GREEKARCHITECTS' decision, waiving any right to challenge their decision.

6. The winner gives his irrevocable consent

a. to further elaborate by GRA their winning logo design, making it available also in black and white and inverse colour format, and

b. to modify by GRA full name and logo arrangement alternatives for online and printed use, including the provision of aesthetically suitable and harmonious font type and size. GRA reserves all rights to amend, modify, extend or terminate the "GREEKARCHITECTS.gr Logo Design Contest" and its Terms and Conditions in any way deemed appropriate, in response to the events beyond its control. No prior notice will be given.

7. GRA treats personal data in accordance with its privacy policy, according to which the contestants personal data shall not be transferred to any third parties. By submitting an entry in this contest, each participant gives their consent for the processing of his/her personal data by GRA.

8. Participation in the competition does not promise the choice of the submitted logo.

9. The GREEKARCHITECTS reserves the right not to select ANY logo from those submitted but it will award the winners with all the announced prizes.

10. Contestants agree with their submission that GRA will not be responsible for any claims or complaints from third parties about any disputes of ownership regarding copyright, ideas, solutions, images or video regarding the submitted logo.

11. The winner will be notified by e-mail, and the result of the contest will be officially announced during June 2017 on the site of greekarchitects.gr.