

VELB- LOGO – Competition

Be creative!

Deadline 31.05.2010

The European Lactation Consultant Association (VELB) announces a VELB-Logo-Competition 2010. The theme is: „ A network for and of European lactation consultants”.

THE AIM

The aim of the contest is to better present VELB and its work. With this new visual and design the promotion of breastfeeding in Europe will become more visible.

The competition is unique as it is focused on the smallest graphic element which embodies the activities of the association’s identity in concentrated form: A strong network of European associations of lactation consultants member’s of VELB. The design should be the signet and the logo. The name VELB should not be part of the Logo since a change of its name is planned.

The right logo has since long developed into a significant factor. This applies also for a logo of a non-profit organization¹. It is the calling card and as such it must be seen to stand out by the unmistakable nature of its design. The right design of a logo offers the association a recognition and high identifying mark. For the viewer it stands for the values and the concern of the association.

The art of this contest lays in presenting a unique and unmistakable profile of the European lactation consultant association. An unmistakable logo and clear positioning are essential prerequisites to gain visibility for the aims of VELB.

VELB Logo-Competition[©] 2010

Organizer of the competition is the VELB Board of directors

Advertisement: International

Participants: Creative people, who live in Europe or have a European address.

THE CONDITIONS

Conditions of Entry

1. Every participant can send as many logos, every with two copies, which do not have copyright yet, for this competition. The works have to be sent in by the deadline. Works received later will be excluded.
2. The participant has to hand in all documents (see on the checklist) in printed version and in the requested data format on CD-ROM.
3. The organizers of this competition are allowed, to print and to use the works, which take part at this competition, without any added agreement of the author and without financial demands of the authors.
4. A publication is planed with the competition.
5. The deadline for sending is May 31st, 2010. All proposals must be sent in as pdf-file until May 31st.2010: a.) via Email to: VELB-LOGO@email.de AND b.) by mail to: Ina van Gerwen, Spaaneindsestraat 11, 5085 EJ Esbeek, Netherlands.

¹ All board members work honorary for VELB.

6. Any recourse to courts of law is excluded.

7. In case that no proposal satisfies the jury/ VELB. the jury/VELB will close this competition without awarding a winner and eventually start a new contest.

Submit Format

Basic Format: A4 horizontal, Logo area 10 x 10 cm, 5 x 5 cm and 2.5 x 2.5 cm placed on a DIN A4 sheet white 170g/m (see the scribble).

Have to be submitted:

- PDF-files 600 dpi (we do not accept any lower format!)
- one A4 print with the logo in black and white and one A4 print in colour.
- optional 2 originals for use as (e.g. letter, calling card etc.)

JURY/PRICES

Assessment criteria

Functionality, innovation, design quality and representation of the VELB message.

Jury

International jury of all VELB board members and one member of each the 18 VELB members associations (1 vote per association). *(Depending on the amount of proposals, the VELB board of directors will preselect designs. The final decision will be made together with the member associations.)*

The members of the jury are not allowed to take part at this competition themselves. The competition rights allow the international associations and their representatives to give an independent (e.g. national) award

Award

The winning design will become the new visual of VELB, additional awards are possible.

Designer-price

The winner of the VELB-Logo-contest 2010 will be granted free admission to the VELB conference in Basel (21-23.10.2010) or the equivalent amount in cash (€400).

Presentation of prices

The reward is presented to the designer on the occasion of the general assembly in Basel on October 20th, 2010,

APPOINTMENTS/IMPORTANT

Schedule

- Advertising April 10th, 2010
- Deadline May 31st, 2010
- Announcement of winner September 1st, 2010
- Presentation of prices October 20th, 2010

Publication: Printmedia of VELB and World Wide Web

Additional PR-Actions: PR action: press and public work by the organizer and his member associations.