



**REPUBLIC OF CYPRUS
SECRETARIAT OF CYPRUS EU PRESIDENCY**

**NOTIFICATION FOR A COMPETITION
FOR THE SELECTION OF THE LOGO FOR THE
CYPRUS PRESIDENCY OF THE COUNCIL OF THE EU
FOR THE SECOND HALF OF 2012
(Competition No. 05/2011)**

1. General:

During the second half of 2012, The Republic of Cyprus shall take on the Presidency of the European Union (EU) Council for the first time in its history.

The Secretariat of Cyprus EU Presidency issues a notification for a competition for the creation of a special logo in view of the Presidency assumption of the Council of the EU by the Republic of Cyprus on the 1st July, 2012.

The logo shall appear on every image of the Cyprus Presidency (website, commemorative gifts, issues, events, TV and media productions etc). There is also the possibility that the chosen logo will be included and/or issued on a stamp and/or commemorative coin.

2. Tender Phases:

The notification of a competition concerns the creation of a logo, comprising two phases:

- A) The designing of the actual Logo.
- B) The development of a visual identity manual / design programme for the presidency logo.

3. Eligibility:

The notification for the competition is open to designers of applied arts (designers), figurative artists, departments of graphic arts of Higher and Tertiary academic institutions, advertising companies or communication companies. A condition for participation is the ability to complete both phases of the tender. The competitors may take part in the competition either as natural persons or as legal persons or as a joint venture of such persons.

Members of the judging committee, their organisations or companies, or persons connected with such abovementioned persons up to the fourth degree of kindred (relatives through blood or through marriage) have no right to participate in the competition.

4. Selection criteria:

Each logo will be evaluated on the basis of the following criteria:

- Originality and authenticity.
- Its ability to depict the European Union and its values as a whole.
- Its ability to depict the Council of the EU as well as the spirit of the Cyprus Presidency of the Council of the EU by emphasizing the promotion of such aspects as:
 - Social cohesion.
 - The notion of bringing the EU closer to the European citizens.
 - The need for renewal and innovation of the European policies in order to achieve more effectiveness and balance.
 - The ability of the EU to develop further and to advance on the basis of values such as solidarity and cooperation, which characterise its member-states.
- Its ability to depict the Republic of Cyprus and its role in the EU in particular vis-a-vis the role of Cyprus as a crossroads of cultures and continents.

5. Technical specifications for Designing the Logo (1st Phase):

- The **original** logo must be designed in **VECTOR (EPS) form** and **not** in PSD, TIFF or JPEG image, using programmes specialised in creating logos such as Adobe Illustrator, Macromedia Freehand etc. It must be able to open in any necessary size, even very large sizes without loss of resolution quality. Also, it must be in a position to be applied in different methods, depending on the needs, for example, coloured, black, white, linear, etc.
- The logo must incorporate the following reference: cy2012.eu.
- The logo must be able to be used in **black and white** and **coloured** print.
- The logo must be able to be used in small dimensions (from 1,5cm)
- The logos, in the submitted proposals, must be given in its small dimension of 1,5 cm and in 15cm, in printed form and electronic form on a CD or DVD.
- The winner of the competition is obliged to hand over the logo, 15cm in size, in the following electronic forms:
 - 1) vector coloured, black and white and linear
 - 2) jpeg 300 dpi coloured CMYK and RGB, black and white GRAYSCALE and linear GRAYSCALE
 - 3) jpeg 72 dpi coloured RGB, black and white GRAYSCALE and linear GRAYSCALE
 - 4) TIFF 300 dpi coloured CMYK, black and white GRAYSCALE and linear GRAYSCALE

5. Logo applications (2nd Phase):

Developing a presidency visual identity manual / design programme for the purpose of ensuring its application in the following minimum applications:

Visual identity manual / Design programme / Templates

- Fonts
- Graphical Styles (Surfaces, Lines)
- Colours
- Banners (Horizontal, Vertical and Square)

- Roll up for event
- Information boards
- Directional boards
- Positional boards
- Folder
- Letterhead
- Business card
- Standard leaflet
- Poster
- Invitation
- Negative versions
- Wallpapers
- Promotional gifts

It is to be emphasised that the 2nd Phase of the Competition will be implemented in cooperation with the Judging Committee. The winner of the 1st Phase shall be called to develop the 2nd Phase of the competition within 3 weeks from the date he has been declared the winner. In case the winner of the 1st Phase fails to develop and submit the Manual within 3 weeks of the day he has been declared the winner, the Judging Committee will reserve the right to select the proposal of the 2nd runner-up.

7. Submission of Proposals:

Envelope A – Proposal

- 7.1 Envelope A shall contain the competitor's proposal. The interested parties are to submit Envelope A to the Secretariat of the Cyprus EU Presidency, 56 Kyriakos Matsis Avenue, 1082 Nicosia.
- 7.2 Envelope A must be delivered to the Registry of the Secretariat of the Cyprus EU Presidency in a closed, sealed envelope with the following indication: "Competition for the selection of a Logo for the Cyprus Presidency of the Council of the EU (Competition No. 05/2011)" without

the competitor's name, but a personal five digit code number, chosen by the competitor. This five digit number is to appear on every page of all material contained in Envelope A.

- 7.3 The proposal to be contained in Envelope A must necessarily contain a logo proposal with the specifications referred to in paragraph 5. Every logo proposal must be accompanied by a brief explanatory report describing the creative reasoning.

Envelope B – Personal Details and Vocational Training

- 7.4 Envelope B must be included in Envelope A and the exterior must only bear the personal five digit number of the competitor and marked "Envelope B". Envelope B, which must be closed, shall contain the following information:

- The five digit number of the competitor (Appendix I).
- Name, address, telephone and electronic address including the identity card number of the competitor (Appendix I).
- Brief *Curriculum Vitae* or profile of the competitor.
- In the event a joint proposal is submitted by a group of artists, as a joint venture, the above details are to be provided for every member of the joint venture separately. Also, the person designated by the members of the joint venture to represent the same must be determined.
- The competitors must keep copies of all proposals submitted, as originals shall not be returned.
- The competitors are entitled to submit *one* to *two* proposals per person, each one in a separate envelope with a separate five digit number per submission, as determined hereinabove.

- 7.5 Furthermore, every competitor must enclose the following accompanying documents in Envelope B:

- Profile of a natural person/company/joint venture with a list of all previous commissions. It must not exceed 4 A4 pages.
- Proposal as to how the competitor intends to develop the visual identity manual for the logo. The proposal must not exceed 2 A4 pages.
- A signed Statement Consenting to the Competition Terms (Appendix II).

8. Date for Submitting Proposals:

The competitor's proposals must be submitted by **Friday 27 May 2011 by 10:00 a.m.** at the offices of the Secretariat of the Cyprus EU Presidency. An anonymous receipt for the delivery shall be issued bearing the competitor's code number referred to in Paragraph 7. No submission shall be acceptable after the abovementioned time.

9. Rights - Obligations:

- All exclusive and transferable rights for the use, publication, advertising, copy, change, amendment and reproduction with all the possible ways of the logo that wins the competition must be vested without consideration in the Secretariat of the Cyprus EU Presidency. "Exclusive right" means that no other person shall have the right to use the logo, including the competitor.
- The Republic of Cyprus shall have the right to amend the logo, to carry out a professional redesign, to create different versions in respect of the colour, size, form and analysis and other properties, without limitation.
- Confidentiality: In taking part in the competition, all competitors are committed to complying with the obligation of confidentiality in respect of the content of their proposals (Section 77(2) of L.12(I)/2006).
- The contracting authority shall announce the details of the winner of the competition but the logo shall not be revealed before its official

presentation one month prior to the assumption of the Presidency of the Council of the EU by the Republic of Cyprus, which is the common practice adopted by the presiding countries.

10. Judging Committee:

- All proposals submitted shall be evaluated by the Judging Committee comprising Mr. Andreas Moleskis, Head of the Secretariat of the Cyprus EU Presidency, Mr. Demetris Pierides, Chairman of the Pierides Foundation, a representative of the Ministry of Foreign Affairs, a representative of the Press and Information Office, a representative of the Ministry of Education and Culture, Mrs. Daphni Trimikliniotti, Chairman of the Cyprus Chamber of Fine Arts (EKATE), Mr. Stelios Karamalakis, Designer and Dr. Ahmet Djavit, Historian, Researcher-Writer. Furthermore, a Designer from the Press and Information Office and a representative from the Postal Services shall also participate on the Judging Committee, as Technical Advisors, without the right to vote.
- The Judging Committee retains the right to reject any participation that does not meet the requirements of paragraphs 5 and 7 of the competition. If any majority or any overwhelming majority of the submitted proposals is not deemed compliant with the selection criteria, described in paragraph 4, then the Committee may proceed with not selecting any proposal.
- The Judging Committee retains the right to request changes/amendments/improvements of the logo designs that will be chosen.

11. Award:

The Judging Committee shall select at least 3 and up to 5 proposals which shall be submitted for final approval to the President of the Republic / Council of Ministers. The winner of the competition shall subsequently be called to create

the visual identity manual. The winner of the competition shall be financially awarded with an amount of €6.000 which shall be in relation to the development and completion of both phases of the competition. Each runner-up shall be awarded €500 and an honorary diploma at a special ceremony.

12. Language:

In respect of the reference depicted on the logo (cy2012.eu) it is obligatory that this must be in the English language. All other material for every participation must be submitted in Greek or English.

13. Information:

For further information you may contact the Secretariat of the Cyprus EU Council Presidency on 22-400139.

Appendix I

COMPETITION FOR THE SELECTION OF A LOGO
FOR THE CYPRUS PRESIDENCY OF THE COUNCIL OF THE EU
(Competition No. 05/2011)

FORM FOR THE SUBMISSION OF A PROPOSAL (ENVELOPE B)

Competitor's Five Digit Code Number

Name:.....

Address:.....

Telephone Number:.....

Fax Number:.....

Electronic Address:.....

Appendix II

STATEMENT OF CONSENT

I wish to state that I agree to all the terms of the Notification of the competition for the selection of a Logo for the Cyprus Presidency of the Council of the EU.

- 2) The representations of my work have not been used anywhere and I undertake full responsibility towards all third parties that may claim authorship of the representation or the idea or other rights.
- 3) I hereby consent to the Secretariat of the Cyprus EU Presidency giving the necessary technical advice, if required, in order to facilitate printing without altering the idea.
- 4) I hereby state and commit that I am in a position to develop both phases of the competition (1st Phase: Designing the Logo and 2nd Phase: Designing visual identity manual /design programme for the presidency logo) with professionalism and accuracy.
- 5) I undertake to comply with the obligation of confidentiality described in the competition documents.

Full name:.....

Identity Card Number:.....

Postal Address:.....

Telephone Number:.....

Fax Number:.....

Signature:.....

(Note: Lawfully authorised representative of the competitor. The relevant authorisation is to be attached)