

Design factory,

Civic association (DF)



announces a public international non-anonymous student design competition in accordance with § 847 - 849 of the Civil Code for the logo and visual style of the Visegrad Fund project:

CALL FOR STUDENT DESIGN AND LOGO COMPETITION: Promoting V4 industrial heritage for conservation and tourism

Announcer of the competition:

Design factory, Civic association (DF)
Zrúnskeho 7703/9A,
811 09 Bratislava, Slovakia

represented by statutory representative:
Ing. arch. Zuzana Zacharová
e-mail: zacharova@designfactory.sk

ID: 307 99 074
VAT number: 2022104381
VAT: SK 2022104381

(hereinafter referred to as “the announcer“)

Partner of the Competition:

Slovak University of Technology in Bratislava
Faculty of Architecture and Design
Námestie slobody 19,
812 45 Bratislava

represented by:
Dean: Assoc. prof. Ing. arch. Branislav Puškár, PhD.
e-mail: branislav.puskar@stuba.sk

Aim and subject of the competition

The aim of the competition is to create a **new modern logo and visual style** which will become part of building the identity of the project. Special emphasis is on raising young people's awareness of Visegrad cooperation and V4 common industrial history as a regional cultural heritage.

The participants will get to know the [main idea and goals of the project](#), the historical and current context of regional industrial heritage conversions. They will offer a complete design of **project logo (content, shape design, possible applications)**, which will be the basis of the website's visual identity as well as all presentation and promotional materials.

The unified visual style of the “**V4 industrial heritage**” project is an important part of project communication. The logo should be designed to present the destinations and routes of industrial heritages and their activities of sustainable tourism in the regions. The logo can be a mark of quality for selected industrial monuments.

The design of the visual form of the logo design should make visible the untapped potential of the industrial conversions, respond to current visual and digital trends.

Type of competition and date of its announcement

The International public competition **for students and young professionals** of secondary art, architecture and design and students of related disciplines from the 3 participating countries (Slovakia, Czech Republic, Hungary). **Competition applicants' age limit is maximum 26 years.**

The competition is announced on:

15.02.2024

Application deadline:

15.05.2024

Competition evaluation:

no later than: 31.05.2024

Attributes that the design of the new "V4 industrial heritage" logo should meet:

- Attractive, original and eye-catching
- Modern, current and timeless design

- Designed with a high expressive value
- Easy identification and memorability

- Respect for industrial heritage
- Highlighting the potential for the sustainable development and various conversions

- Versatility of using the logo in the international context of all V4 countries

Conditions of inclusion and registration in the competition

1. A student not younger than 16 and not older than 26 (including 26) (hereinafter referred to as "competitor or contestant or participant") can participate in the competition by uploading of logo design via google "[registration form](#)" on the website of the Design factory or the Faculty of Architecture and Design of STU.
2. Before uploading the documents to the competition, it is necessary to fill in the given form after entering your e-mail address of the contestant. By completing the form, the contestant agrees to the competition conditions.
3. Each participant in the competition can submit a maximum of 1 set of logo design.
4. The contestant declares that he/she is the author of submitted logo and has unlimited and unreserved copyright for each submitted picture or has the author's permission to publish uploaded picture.
5. The contestant declares that he/she has not violated the rights of any of the persons, nor has he/she violated any personal or property rights.
6. The organizer of the competition bears no responsibility for the publication of an uploaded logo for which the contestant does not have the copyright. In case of violation of the rights of third parties/persons, the contestant who uploaded the logo assumes full legal responsibility.
7. The organizer of the competition reserves the right to exclude from the competition logo design that are not related to the given topic, which contradict good morals, are unethical and may damage the reputation of third parties. It also reserves the right to remove images that do not fit the theme of the competition and are suspected of copyright infringement.
8. The contestant agrees to publish and provide logo design or pictures in electronic form without the right to a fee. The contestant agrees to the use of logo for research, advertising, and promotional purposes of the V4 international project and the competition itself without time and territorial limitations. Copyright remains with the competitor (the author of the logo).
9. The competitor agrees to the processing of personal data for the purposes of organizing the competition, including publishing the name of the winner.
10. By participating in the competition, the contestant agrees to the processing of his personal data in accordance with the Personal Data Protection Act.

11. The organizer declares that will use the obtained personal data of the contestants exclusively for its own needs, the needs of promoting the competition and will not provide them to third parties.
12. By entering the competition, the competitor gives his consent to the international consortium of the V4 project taking over his competition logo, which may further publish them as part of research and on the project's website.
13. The competitor gives to the organizers (Design factory, FAD STU) permission to contact him/her through his personal data, which competitor entered during registration by filling out the registration form.

Contact person to answer any questions:

Ing. arch. Vladimír Hain, PhD.,

hain@designfactory.sk, vladimir.hain@stuba.sk, tel.: +421 904 471 618

The competition submitting proposal will include:

The competition logo design must be mandatorily processed and delivered by the competition deadline in the following format:

Competition proposal 1 max. 3 A3 formats (landscape) with the authors' signature in the lower right corner of each A3:

1. Logo design
2. Colour variants of the logo
3. Black and white variants of the logo
4. Typography - defining a font family for the whole identity
5. Defining used and company colours - basic and additional colours
6. Definition and philosophy of the logo - written justification (explanation) of the meaning of the proposed logo in relation to the V4 project, (slogan / leitmotif)
7. Defining the layout of the website with using created identity or presentation layout (PowerPoint, PDF, 16: 9), book title or how to use the logo on various promotional materials.

The proposals do not need to be delivered in printed form. It is necessary to attach them in electronic form in a range of up to 3 A3 formats (landscape) in one PDF file up to 10 MB.

Description – the PDF file name begins with the author's family name and given name, for example, **Smith_John.pdf** (max. 10 MB)

Without the above requirements, the proposal will not be accepted.

Jury - Selection committee

All submitted proposals will be evaluated and the best 3 of them will be selected by a 5-member expert jury composed of:

- **Ing. arch. Zuzana Zacharová** - Design factory, o.z. (Chairperson of the jury)
- **Assoc. prof. Milan Lukáč, akad. soch.** - Head of the Institute of Fine Arts and Multimedia FAD STU
- **Ing. Michal Brašeň, ArtD.** - Institute of Design FAD STU - art director - MAD HAND, art & design
- **akad. mal. Milan Pagáč** - director of the Josef Vydra School of Art Industry in Bratislava
- **Assoc. prof. Mgr. art. Martin Uhrík, PhD.** - head of the Data[LAB] - FAD STU

Invited jury member:

- **Assoc. prof. Ing. Eva Král'ová, CSc.** – Industrial heritage expert

Members of the jury and representatives of the announcer and their family members may not be participants in the competition. The jury will evaluate the proposals immediately after the end of the competition and in the order of the 3 best proposals will recommend to the delegated representatives of 3 partner countries for the announcement of results by: 31.5.2024

Evaluation criteria

- visual attractiveness
- clarity
- semantic clarity and functionality (e.g. easy legibility)
- graphic, symbolic expression of the logo in relation to the mission of the project
- simplicity of subsequent technical implementation
- level of artistic and aesthetic design
- easy colour and black and white reproducibility
- originality and uniqueness of the design
- adaptability for responsive (mobile, tablet, desktop) web design and printed materials
- maintaining high recognisability when zooming in and out.

Publication of competition results

Participants will be informed about the result of the competition no later than 15 days after the end of the jury's work. The announcer reserves the right to information embargo for the media until the date of the public announcement of the competition results. The results of the competition will be published by 31 May 2024 on the websites of the organizers and partners.

The organizers reserve the right to publish even non-winning - non-awarded proposals.

The winners will be contacted by the organizer via the email address they registered with on the portal and also via SMS to the phone number provided in the registration form.

Win

The announcer of the non-anonymous public tender undertakes to pay the author of the winning proposal a financial reward in the total amount of EUR 500.

- 1 st place 250 €.**
- 2 nd place 150 €.**
- 3 rd place 100 €.**

Within 30 days of the publication of the results, Design factory will conclude a Contract with the winner of the competition and a License Agreement in which the winner of the competition will give the announcer consent to use the competition proposal and draft manual by granting an exclusive license to an unlimited extent and free of charge in accordance with Act no. 618/2003 Coll. on copyright and related rights. To 30 days from the conclusion of the contract, the winner of the competition will deliver:

1. Logo design in vector format (*.svg *.pdf, *.eps)
2. Export to formats for further use (vector, bitmap) *.ai, *.eps, *.jpg
3. Logo manual; Minimum design requirements of the manual:
 - 3.1. Symbolism - expresses what message the logo should leave, its philosophy (slogan),
 - 3.2. Different variants of the logo - e.g. logotype A, B, C, different colour of logotypes A, B, C,
 - 3.3. Colours - basic and additional (CMYK, RGB, PANTONE),
 - 3.4. Permissible colour backgrounds that can go under logotypes,
 - 3.5. Logo design - drawing a logo in a square grid,
 - 3.6. Protection zone - a space in which no other graphic element should interfere,
 - 3.7. Minimum logo size
 - 3.8. Prohibited modifications of logotypes - incorrect sizes and other deformations of logos crossed out,
 - 3.9. Typography - defining a font family for the whole identity, fonts used with logotype for website (an available font that is supported by all desktop and mobile device browsers and part of every computer is strongly recommended)

Dissemination / promotion of competition results

The competition will contribute to the development of awareness of students and the public about the importance of industrial heritage in the V4 region.

The promotion of the results of the competition will be ensured in the form of a traveling exhibition prepared under the curatorial auspices of designfactory.o.z., which will be realized at FAD STU as well as during the Industrial Days in 2024. The results of the competition will contribute not only to the promotion and interpretation of the industrial heritage in an original way, but also to stimulating and increasing the number of visitors to these unique technical monuments by young people.

Get involved too!

Final provisions

These conditions of the competition come into force on the day of publication - **15.02.2024**.

Project sponsor:



The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.

Partners of the project:



SLOVENSKÁ TECHNICKÁ
UNIVERZITA V BRATISLAVE
FAKULTA ARCHITEKTÚRY A DIZAJNU

