



Creative futures logo design competition

British Council, Goethe Institut and iceaddis together organizing a logo design competition in regards to the brand development of their joint programme “Creative Futures”. All interested individuals and teams from Ethiopia are welcome to submit their unique logo designs in order to participate in the competition. The winners will receive an award of ETB 10,500.00 and be mentioned in the “Creative futures” publications. This competition is the first activity in a series of events, workshops and trainings that promotes creative industries in Ethiopia.

Supported by the European Union (EU), Creative Futures (CF) is a two year programme aimed at contributing to the socio-economic development of Ethiopia through strengthening the creative industries.

Powered by the British Council, the Goethe institute and Ice Addis, CF ultimately aims at increasing the capacity and networks of Ethiopian creative professionals working within visual arts, photography, design, fashion and film sectors and enable them build sustainable careers.

It will achieve this by working with local artists and arts managers and providing them with essential management skills training which in turn will help them to showcase their work. The programme will also assist practitioners to further develop their audience locally as well as building their international profile through showcasing opportunities and a professional networking programme. Best practice and learning opportunities across the arts will also be provided through regular events including an engagement and networking series with business leaders.

Logo Competition:

In order to develop a brand identity for this joint programme, British Council, Goethe Institut and iceaddis invite all interested Ethiopian individuals and teams to submit their unique logo designs by 4pm on 6th October 2016.





Rules and regulations:

1 Design brief for competition:

The design can be a combination of the programme title and an illustrated logo or the use of the programme title in a typographical artwork (mind readability).

1.1 Your design:

- Refer and incorporate elements of Ethiopian cultures with a link to futuristic concepts;
- Incorporate colour scheme that can be used for further branding;
- Be displayable & eligible in colour as well as in monogram;
- Avoid Photographs or photographic details;
- Be friendly, welcoming and inspirational;
- The design can be a combination of the programme title and an illustrated logo or the use of the programme title in a typographical artwork (mind readability).

finalise the logo design according to the organisers demands.

- Each participant is fully responsible for the accuracy of the information supplied.

Companies who only fulfil the below criteria can enter the competition:

- Registered as a company for the last two years
- Do not exceed a monthly maximum gross income of 30,000.00 ETB.

Anyone found infringing on others' copyright would be immediately disqualified from the competition. The organisers do not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

By entering the competition with the submission of a design the participant(s) accepts the stated rules and regulations.

Employees of the organisers institutions cannot enter this competition.

2 Awards:

The winner(s) will receive an award of ETB 10,500.00 and will be mentioned in the "Creative futures" publications. Furthermore, as this competition is the first activity in a series of events, workshops and trainings that promotes creative industries in Ethiopia, the winners and participants will get the opportunity to gain further exposure and networking opportunity throughout the programme.

3 Participants:

Individuals or teams fulfilling the below criteria can enter the competition:

- 18 years or over on the date of submission;
- Resident in Ethiopia with work permit;
- Have the respective design competency to

4 The organisers:

The organisers have the right to modify the awarded logo design for the purpose of integration in the programmes corporate identity or decide to use a different logo than awarded. However the jury decision on the winner of the award will not be affected.

The organisers will not answer any questions about the participants and/or their entries nor about the identity of the competition winners before the results have been officially published.

All personal information will be treated as confidential.

Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Addis Ababa.



5 Selection Committee:

The Selection Committee will be appointed by the organisers and will be published online before submission deadline.

The decision of the Selection Committee is independent and indisputable.

The decision of the Selection Committee would be final and binding.

6 Selection Criteria:

- Uniqueness of the idea
- Usability in terms of programme branding
- Expression of the above mentioned parameters in the design brief
- Quality of the technical implementation (vector file and scalability)
- Readability
- Value of brand recognition
- Must be unique and must be easily recognisable high quality (vector file and scalability)

Further information and application form are available under our facebook page: [creativefutures.ethiopia](https://www.facebook.com/creativefutures.ethiopia)
If you have any further inquiries please send an email with the subject line 'Creative Futures Logo Design Competition' to competition@iceaddis.com

7 Submission deadline and format:

All files must be submitted through the submission form on our facebook page ([creativefutures.ethiopia](https://www.facebook.com/creativefutures.ethiopia)) by 4pm on 6th October.

Submissions must in vector formats (.PSD, .PDF, .AI, .EPS, .SVG).

Document size should be limited to 1 page A4, 2MB data size and maximum 1 logo design.

Participants can submit several designs. In this case the participants must submit their designs separately by re-entering the submission form for each design.

Concept description must not exceed 200 words and must be integrated in the document with the logo.