

Announcing the ECO RED Logo Design Competition!

INTRODUCTION

ECO RED - European quality **C**ourse system for **R**enewable **E**nergy **D**evelopment is an Erasmus+ Project, funded by the EACEA (Education, Audiovisual and Culture Executive Agency) under the Key Action 2 (Capacity building in the field of higher education). The main objective is to establish 5 new modules on Renewable Energy, accredited by EU partners, which meet the needs of the Vietnamese universities as well as the increasing demand for the highly qualified engineer of the labour market in Vietnam and in the Region.

These courses are expected to be integrated into regular undergraduate training program of 3 partner universities in Vietnam since the academic year 2017-2018. Registered students will have the opportunity to attend lectures by EU professors and the best students will be sponsored to attend a short course on Renewable Energy in 3 universities in Europe at the end of the project.

ECO RED Project, coordinated by Sapienza University of Rome – UNIROMA1 (Italy), sees the participation of the University of Cyprus – CYU (Cyprus) and the Jagiellonian University – JU (Poland), as European Partners, and of the Hanoi University of Science and Technology – HUST, Ho Chi Minh University of Technology – HCMUT and Cantho University – CTU, as Vietnamese Partners.

The participants to the competition are inviting to design a logo for the ECO RED Project.

ELIGIBILITY

The Contest is open to the students of all Vietnamese Universities involved in the ECO RED project (Bachelor and Master level). Participants, to be considered eligible, must accept and agree to comply with the contest rules and submission guidelines:

- Participants can submit a maximum of 2 logos but must be separate submissions;
- Logo(s) will be accepted from individuals and/or teams;
- Logo(s) which do not adhere to the rules and guidelines will not qualify for judging;
- A description of the logo must be submitted, and should not exceed 250 words.

LOGO DESIGN GUIDELINES

The ECO RED Logo will appear on all Project's information tools: ECO RED official website, university partners' websites, Project's headed paper and all promotional materials, social media and social network. It

- must be creative, original and not previously published;
- must reflect the ECO RED goals and activities;
- must remind to the cooperation between Vietnamese and European universities;
- should include both text and colour;
- will not include any material (photograph, icon, symbol etc) that is copyright protected;

KEY WORDS: Renewable sources, Energy, Sustainability, Cooperation, Development, Europe, Vietnam, Environment, Quality, Universities, Multicultural, Green World.

Required Elements:

- Logo must reproduce well in electronic and print media;
- Logo should be legible when reproduce on small surfaces;
- Logo has to be visually effective when used in colour or in greyscale;
- If the logo incorporates fonts, participants must be able to provide the font names.

DEADLINE

The competition deadline is **March 08th, 2016**. We will notify winners by email at the end of March 2016.

SUBMISSION

Soft copy of the logo has to be send by e-mail to

Ms. Nguyen Hong Hanh
International Cooperation Department of Hanoi University
hanh.nguyenthihong@hust.edu.vn

with “*ECO RED Logo Competition_ your university acronym_ your full name/name of your team*” in the subject line.

The acceptable image file formats are .png, .jpg, jpeg & .pdf (Resolution of 300 dpi and file size less than 3 MB). The logo design is only required in ONE of the above mentioned formats.

ECO RED Steering Committee reserves the right to accept or to reject any or all submissions that do not meet the requirements for participation and/or competition. Incomplete entries will be declared void and will not be eligible for judging.

JUDGING CRITERIA:

Judging will be carried out according to the following criteria:

- Originality of the design
- Visual appeal reflecting goals, objectives & aspirations of ECO RED
- Adherence to the logo design guidelines

SELECTION OF WINNERS

All entries will be screened, those that comply with the official contest rules, have met the guidelines and specifications will be judged by the panel.

The winner will be notified by email at the end of judging.

The decision of the ECO RED Steering Committee will be final and no appeal against the decision will be considered.

INTELLECTUAL PROPERTY RIGHTS

Once the prizes have been awarded to the winner the copyright and the ownership of the Intellectual Property Rights for the winning logo design will deem to be transferred to the ECO RED.

The winning design will be used as the official logo for ECO RED. ECO RED reserves the right to publish the winning logo on its print and electronic communications.

PRIZES

All participants will be awarded Certificate of Participation by ECO RED Project.

The winner will receive:

- A price of US \$100 worth of ECO RED Project
- University souvenirs from Project partners
- Recognized in the official website of the Project and the website of his/her home university
- Certification signed by ECO RED Project and the home university.