

## COMPETITION NOTICE

### FONDAZIONE FRANCESCO MORELLI

#### LOGO AND CORPORATE IDENTITY DESIGN PROJECT

IED – Istituto Europeo di Design - is organising and promoting a competition to design the logo of the Fondazione Francesco Morelli, as announced by the Foundation itself.

The aim of the initiative is to create the Foundation logo and to produce a corporate identity manual to ensure the consistent use of the logo in all Fondazione Francesco Morelli communication tools in the long term.

The competition is open to all IED Network students.

#### HOW TO ENTER

To enter the competition you must register at the following link:

[LINK](#)

Competition Entrants will have to answer a short online questionnaire and upload the necessary materials to take part in the competition, as outlined in article 5 of the rules below. The results of the selection process will be communicated by email or telephone.

Each participant (or team with a maximum of 3 members) will develop a visual identity concept: draft logo, colour palette, form, possible applications and a claim for the Fondazione Francesco Morelli.

#### DEADLINE

Participants must register and upload the required materials by **22 December 2018**.

#### PRIZES

The winning student (or team of students) will receive a €10,000 voucher for a trip and experience in one of the Network IED sites or in another of the cities proposed by IED.

The prize will be awarded on merit by the jury composed of IED Project Managers and lecturers and members of the Board of directors of the Fondazione Francesco Morelli.

# RULES

## COMPETITION – FONDAZIONE FRANCESCO MORELLI

### 1. PREMISE

**1.1.** Fondazione Francesco Morelli aims to encourage the meeting of creative young people through the launch and promotion of specific merit-based competitions in the fields of design, fashion, visual communications and the management of creative businesses.

**1.2.** As part of this initiative IED promotes the “Fondazione Francesco Morelli” competition.

**1.3.** The aim of this competition is to create the logo and corporate identity manual of the Fondazione Francesco Morelli.

**1.4.** The competition is governed by these rules and will be held from 23 November 2018, the date these rules are published, until 31 January according to the phases described below. The names of the winners may be published on IED’s websites and social media.

### 2. PARTICIPANT REQUISITES

**2.1.** Those wishing to enter the competition must register by filling out the Google drive form at the following [LINK](#) and accepting these rules.

**2.2.** The competition is open to all students on the IED network registered on the courses of the IED sites in the 2018/19 academic year.

**2.3.** IED employees and collaborators may not enter the competition.

**2.4.** When supplying the personal data requested in the specific registration form, the Competition Entrant is aware of the penalties they may incur if they make false statements and is required to provide accurate, complete, correct and truthful information.

**2.5.** The data will be processed according to the methods outlined in the attached notice, pursuant to Italian Legislative Decree 196/03. None of the data requested for registration can be considered sensitive according to this Decree.

**2.6.** The Competition Entrant shall be held responsible for any damage and adverse consequences caused to IED due to the failure to observe the above conditions.

### 3. COMPETITION ENTRANT OBLIGATIONS AND RESPONSIBILITIES

**3.1.** Each registered Competition Entrant may take part in the Competition by filling out the entry form in full having accepted these rules.

**3.2.** By taking part in the Competition and, in any case, by sending the required materials, the Competition Entrant agrees to abide by these rules in full.

**3.3.** Only one proposal may be submitted by each competition entrant or team.

### 4. CHARACTERISTICS AND FORMAT

**4.1.** To enter the Competition Entrants must upload all of the required materials and information on the Google drive form at the following [LINK](#) and accept these rules.

**4.2.** Competition Entrants must upload the materials by the deadlines for the required documents indicated in article 5.

### 5. REQUIRED INFORMATION AND DOCUMENTS

**5.1.** As well as their **personal data**, when registering competition entrants will be asked to provide the **alphanumeric student number** given to them when enrolling on their course and their **IED email address\***.

**5.2.** Each competition entrant/team must upload a single PDF file of no more than 5 MB containing their competition entry. The PDF must be uploaded **by 9 a.m. on 22 December** and named using the following format: **NAMESURNAME.pdf** (e.g.: **MARIROSSI.pdf**).

Teams should specify both names, as follows: **NAMESURNAME1\_NAMESURNAME2.pdf** (e.g.: **MARIROSSI\_RICCARDOBIANCHI.pdf**).

The uploaded PDF file must contain the following digital documents:

- **A signed copy of these rules\***
- **A short biography in English\*** of a maximum of 500 characters
- **A photograph of the student(s)\*** – 1-2 high-res images
- **3 x A3 Boards – Research and Logo Concept** (containing graphics, designs and inspirational moodboards)
- **3 x A3 Boards – Corporate Identity Logo** in various sizes and colours
- **Short description of the Logo concept** min. 500 characters
- **Claim** for the Fondazione Francesco Morelli

\*(to be uploaded by both entrants if the team is made up of two people)

## 6. DEADLINES

**The competition is structured according to the following deadlines:**

- 23 November 2018 – competition announced to the students of the IED Network.
- 9 a.m. 22 December 2018 – deadline for registering and uploading Competition materials.
- 7-13 January 2019 – Pre-Selection Finalists - Announcement of the 15 best projects
- 14-20 January 2019 – Winning project announced
- 21-31 January - The winning student or team refines and develops their Logo proposal and the relative corporate identity manual for the Fondazione Francesco Morelli.

## 7. AWARDS AND ACKNOWLEDGMENTS

**7.1.** The Fondazione Francesco Morelli will award a travel voucher worth €10,000 (ten thousand/00 euro) to the student or team that wins the Competition from among the 15 finalists. If the project is the work of a team, this prize will be divided equally among the members of the team

**7.2.** The Student awarded the prize described in point 7.1. declares their complete satisfaction from this moment onwards and that they have nothing further to claim, for any reason and/or cause, consequent or connected to their participation in this Project, from IED or the Company, including, by way of example, the sale of the ownership of the Work produced by same as part of the Project.

## 8. SELECTION OF WINNERS AND JURY

**8.1.** The Preliminary Selection, aimed at identifying the 15 best projects, will be made by a technical Jury composed of IED professionals and experts from the world of graphics and visual communications.

**8.2.** The results of the Preliminary Selection will be communicated to participants by 13 January 2019.

**8.3.** The Winning Project will be chosen by the Foundation Jury.

**8.4.** The name(s) of the Competition winner(s) will be communicated to all IED sites and participants by 20 January 2019.

**8.5.** The winners of the study grant and/or travel voucher will be informed by telephone and email.

## 9. EXCLUSION OF GUARANTEES

**9.1.** IED and Fondazione Francesco Morelli neither claim nor guarantee that the Website and its relative functions are “error-free” or that they satisfy the particular standards, requests or needs of the entrant.

**9.2.** IED and Fondazione Francesco Morelli neither declare nor guarantee that using the Website and its relative functions will be free of interruptions, fast, safe or error-free, nor does it guarantee that the information and content on the Website is correct, truthful and/or reliable.

**9.3.** In no case may IED and Fondazione Francesco Morelli be held responsible by the Entrant and/or third parties for any consequential, incidental or indirect damage, or damage of any kind, foreseeable or not, deriving from the use or the impossibility of using the Website.

**9.4.** Neither shall IED and Fondazione Francesco Morelli be held responsible for inaccuracies or delays to services due to force majeure.

**9.5.** IED and Fondazione Francesco Morelli are not responsible for the improper use of the Website and neither guarantees nor authorises the use of same in applications where it can cause damage to people or things.

**9.6.** The Entrant undertakes and is obliged to hold IED and Fondazione Francesco Morelli harmless for any and all consequences deriving from the illicit, improper or contra legem use of the Website.

**9.7.** Consequently, the Entrant declares their full responsibility towards IED and third parties for any behaviour or event punishable by law connected with the use of the Website.

## 10. COMPETITION ENTRANT OBLIGATIONS

**10.1.** Competition Entrants undertake:

- not to disclose, either directly or indirectly, or to provide third parties with passwords and/or login details and/or access credentials;
- not to reproduce, duplicate, copy, distribute, in whole or in part, for commercial or other purposes, the Website and the IED Content published therein in print or computer-readable form;
- not to carry out any action that may compromise the security and integrity of the IED website.

**10.2.** Competition Entrants are expressly forbidden from:

- supplying materials protected by copyright, unless the Entrant is the owner of the copyright or has the authorisation of the copyright owner;
- supplying materials containing industrial secrets, unless the Entrant is the owner of these secrets or has the authorisation of the owner;
- supplying materials that violate intellectual property rights, the privacy of others or rights pertaining to advertising contracts;
- supplying or submitting illicit materials or materials contrary to public order or morality;
- supplying, inserting and/or publishing sexually explicit material;

- supplying, inserting, publishing or submitting or spreading promotional materials, junk mail, spam or any other form of unauthorised or unsolicited advertising materials;
- falsifying their identity;
- supplying or submitting any form of material containing viruses, or in any case code, files or programmes created to interrupt, destroy, damage or limit the functioning of software, hardware, websites or telecommunication systems belonging to IED or third parties.

**10.3.** Any established violation of the terms of this contract shall permit IED to dissolve this agreement and to remove the Competition Entrant and their projects from the Website, without any prejudice to the right of IED and/or third parties to claim compensation for damages.

#### **11. GOVERNING LAW AND JURISDICTION**

**11.1.** Any disputes (also non-contractual) that arise in the interpretation and execution of these Rules and, in any case, all disputes connected to and/or deriving from the use of the Website shall be governed exclusively by Italian law.

**11.2.** The court of Milan shall have exclusive jurisdiction over all disputes (also non-contractual) that arise in relation to the use and accessing of the Website and in regard to these Rules, including disputes regarding the validity, interpretation, execution and cancellation of these rules.

Name and Surname of Competition Entrant

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Signed

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