**TERMS AND CONDITIONS FOR**

**THE ÖZYEĞİN UNIVERSITY LOGO DESIGN CONTEST**

**Purpose**

The purpose of the contest is to design a new logo for Özyeğin University.

**Scope**

Özyeğin University’s mission is to create, share, and apply knowledge in the service of society. Our applied research agenda creates useful knowledge. We share our knowledge through our educational programs which transform the lives of our students. As a **financially accessible** and **entrepreneurial research university**, Özyeğin University aspires to be recognized nationally and internationally as one of the top ten in Turkey, Eastern Europe and the Middle East, and one of the world’s 200 best in all its programs.  Özyeğin University adopts **freedom, flexibility, multidimensionality and accessibility as its core values.** Thus, the new logo should reflect the mission, vision and the core values of Özyeğin University.

**Application Requirements**

1. Eligible applicants must be Ozyegin University students or staff.

2. Applicants can submit at most 3 different designs.

3. The members of the selection committee as well as their first-degree relatives are not eligible to participate in the contest.

**Technical Requirements**

1. The chosen logo will be used as part of the corporate identity of Özyeğin University in all print materials and promotional materials including posters, stationaries, headed papers, fax papers and on digital, print, and mass media as well as for advertisement campaigns, or similar other purposes. The logo must be designed in such a way that the image should not become distorted when scaled up and down, should be both in color and black&white, should be easily compatible with all kinds of printing methods and cropping techniques. The details of the logo should not be lost when scaled down and the image should not become blurred when scaled up.
2. Logo designs should bear the name of **Özyeğin University**.
3. The designs should be submitted on an A4 white paper either in black & white or color with their long edges no more than 15 cm, along with a small sample in black & white, and if any, in color, with the long edge no more than 3 cm in the same paper at the bottom. The design should not be placed into a passe-partout or stuck onto a cardboard. The designer may submit the color design with the same criteria. The master copy of the designs should also be submitted in a CD. Master copies must be prepared using one of the Adobe Illustrator, FreeHand, CorelDraw or Photoshop programs. Furthermore the design should be saved onto the CD as a high resolution TIF file.
4. The design(s) must be original, must be published nowhere else before, and must not look like or be associated with the logo(s) of any other institution or organization. The submitted designs neither should have any pending patent applications nor should be protected by the Turkish Patent Institute. Submitted designs must have been used or published nowhere else before. Designs copied from someone else’s work will not be considered by the selection committee. Such designs will not be entitled to receive any prize and even if they were, they will be required to return the prizes back. Such contestants are personally liable with any legal and financial consequences that may arise and Özyeğin University will be by no means held responsible.

1. The selection committee will evaluate the selected designs based on their originality, creativity, theme, and their compatibility with the mission of Özyeğin University.
2. In the first round, the selection committee will first choose 8 works as the alternatives for the new Özyeğin University logo. In the second round, the top 4 logos will be determined by Özyeğin University staff and students through online voting. And in the final round, the Board of Trustees will select the winner among the top 4 alternatives. (The Board of Trustees reserves its right whether or not to use the winning design as the new logo of Özyeğin University.)
3. Özyeğin University reserves its right to request for revisions on the chosen logo. The designer can be requested to make revisions on the logo to solve technical problems in line with the recommendations of the selection committee and/or the Özyeğin University Board of Trustees. The designer cannot claim for any royalties, except for the prize granted in the logo contest.
4. Designs that are not to be used by the university can be claimed back in person at the earliest within 15 days and at the latest 30 days after the competition. Özyeğin University assumes no responsibility for designs that are not claimed back within the given period of time.

**Submitting and Marking Designs**

1. Participants will submit their designs, using two types of envelopes.
2. The first envelope is the **Identification Envelope**. Participants should accurately fill out the application form and must enclose it in the Identification Envelope. The second envelope is the **Document Envelope**, where designs will be enclosed. Both envelopes should be sealed.
3. Each envelope will bear the 6-letter/figure alias of the participant.
4. **The alias of the participant should be written at the back of each design, and on the CD to be enclosed in the Identification envelope.**
5. The envelopes should not bear the name and surname of participants or any sign or symbols that may give away the participant’s identity. Otherwise, the relevant design will be disqualified.
6. Contestants participating in the logo contest with more than one design work must submit each design in a separate envelope with a different alias. If wishes so, the designer may also enclose a brief description (with maximum 250 words) about the design on an A4 paper.  If any, the cover letter should be enclosed along with the design in the same envelope.

**Submission of Design Works**

Design Works must be submitted **in person** by December 28, 2012, Friday at 17:00. Designs submitted or delivered later than the aforesaid date will not be accepted.

**Right of Use**

Participants accept and acknowledge that they transfer the right of use for the chosen logo to Özyeğin University for an indefinite period of time and grant full authority and rights to Özyeğin University to reproduce, edit, disseminate, represent, publish and use the submitted design as per the Intellectual Property Law as well as other relevant legislations. The chosen logo can be reproduced and used as part of the corporate identity of Özyeğin University in all print materials and promotional materials including posters, stationaries, headed papers, fax papers and on digital, print, and mass media as well as for advertisement campaigns, or similar other purposes. The participant will not claim for any royalties except for the prize awarded in the logo contest. Participants who sign the participation form are deemed to have accepted and agreed to all of the terms and conditions listed herein this document as well as the rules of the competition and the resolutions of the selection committee and the Özyeğin University Board of Trustees.

**Contact Details and Delivery Address:**

Designs should be submitted to the Corporate Communications Department on Çekmeköy Campus by December 28, 2012 at 17:00.

For your questions: ilker.ozorhon@ozyegin.edu.tr

**Contest Calendar:**

Deadline for Application : December 28, 2012, at 17.00

Date of Evaluation by Selection Committee: January 4, 2013

Start and End Date of Online Voting: January 7, 2013- January 9, 2013

Date of Evaluation by Board of Trustees: January 11, 2013

Announcement of Winners : January 14, 2013

 **Prizes:**

1st Prize : 3.000 TL

2nd Prize : 2000 TL

3rd Prize : 1000 TL

**SELECTION COMMITTEE**

*Prof. Dr. Erhan Erkut – Özyeğin University Rector*

*Ayla Göksel –* *Vice President & Executive Director of AÇEV*

*Ayşecan Özyeğin Oktay – Executive Board Member of Fiba Group*

*Prof. Dr. Süha Özkan – Özyeğin University, Advisor to the Rector*

*Assist.Prof. Dr. İlker Fatih Özorhon – Özyeğin University, School of Architecture and Design*

*Instructor Cem Kara, Marmara University, Faculty of Fine Arts, Deputy Head of Graphic Department*

*Neslihan Karaağaç- Art Consultant*

**APPLICATION FORM**

**ALIAS OF THE PARTICIPANT**:

For Design #1 -

For Design #2 -

For Design #3 -

**Name and Surname :**

**Student Staff**

**Place of Birth :**

**Telephone :**

**Fax (If Any) :**

**e-mail :**

**Address :**

I accept and acknowledge the terms and conditions of the logo contest.

Signature