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Written by Equipo de Producción Nacional

Hits: 951

Call for the contest to design the logo of the VII National Urban Forum

From April 22 to 24, 2020, in Havana, Cuba.

The National Urban Forum is a space for socialization, systematization and debate on good urban and architectural practices that are intended to be developed to achieve sustainable cities and communities, implementing the New Cuban Urban Agenda. We are reaching the seventh edition of such an important event that aims to continue the implementation of the NAU in every corner of the country, with an emphasis on the local, as the main actor in the sustainable development that is intended to be achieved.

The Institute of Physical Planning (IPF) of Cuba and the United Nations Program for Human Settlements (UN-Habitat) convene the contest for the design of the logo destined to be the representative image of the VII National Urban Forum, to be held in Havana, Cuba, from April 22 to 24, 2020, according to the following bases:

Object of the contest: Design the logo of the VII National Urban Forum.

Participants

a) Participants must have legal residence in the Republic of Cuba.
b) Students from higher education, specialists, professionals from the National Union of Architects and Construction Engineers of Cuba (UNAICC), from Architecture schools, from the Higher Institute of Industrial Design (ISDi) may participate individually or collectively.), as well as certified social communicators and journalists in these fields of study.

General design features and presentation standards

a) The proposals must be original, unpublished, have not been submitted in another contest or have an intellectual property registry.
b) The logo must be designed considering its reproduction in various materials (paper, cloth, plastic, glass or promotional items).
c) It must allow enlargement and reduction while preserving its readability and without losing the details, as well as allowing its application in color and black and white.
d) Two proposals must be submitted: one in color and the other in black and white. It is recommended to use colors that are easily transferable to grayscale for later realization, both in color and in black and white.
e) The works must be accompanied by a brief description of the design, in a maximum length of one page.
f) Those logos that have sexist, xenophobic, racist, homophobic or offensive connotations against people or institutions will be excluded.

Admission period

The deadline for submitting proposals ends on February 5, 2020, at 11:59 p.m. in the Republic of Cuba.

Delivery method

Proposals must be sent by email to cuba@onuhabitat.org with a copy to contest@ipf.gob.cu

• Two proposals must be submitted: one in color and the other in black and white, in separate files.

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- The formats for the delivery of the participating logo may be:
 - PDF file (Adobe Acrobat).
 - High resolution JPG or PNG (measures 3,000 pixels wide by what is high).
- The delivery format of the technical sheet will be in a Word document.
- Contest registration document (Annex 1) with the following personal data:
 - Pseudonym of the participant or participants.
 - Full name.
 - Institution of belonging.
 - Nationality.
 - Personal address (street, number, floor and apartment), city and postal code.
 - Usual contact telephone number, cell phone number and personal email for consultation frequent.

Proposals that do not meet the specifications indicated in this call will not be accepted.

Composition of the Jury and evaluation of the designs

The Jury of the contest will be made up of specialists in design, photography, communication and related areas, who will decide the winning proposal. The works will be analyzed using the pseudonym offered by the authors, hiding the identity of the author until the Jury issues its opinion.

The opinion stage will comprise from February 5 to 9, 2020.

The Jury will have the power to propose adjustments to the winning design, without these affecting the essence of the proposals.

The Jury's decision will be final and irrevocable. The contest may be declared void in the absence of a proposal that adheres to the bases established in this call.

It will be the Jury who will determine the procedure to follow.

Results and Awards

The results will be announced on February 10, 2020, on the IPF web pages www.ipf.gob.cu and UN-Habitat-Mexico www.onuhabitat.org.mx, directly in the contact details provided at the time of design registration. Similarly, they will be socialized through the institutional social networking sites of both entities.

The winning design will be the image of the VII National Urban Forum and will be applied in all printed and digital media, as well as in the various internal and external communications of the event. It will be the image of the Communication Campaign launched nationally and internationally.

Notification of ruling

The decision of the Jury will be publicly known through a statement on the official website, <http://ipf.gob.cu> and <https://www.onuhabitat.org.mx/> on February 10, 2020.

Prize

The author of the winning design will be awarded a diploma accrediting both entities and a public mention will be made of the creation of the logo at the VII National Urban Forum. Your participation in all Forum sessions will be fully covered.

Property of the work

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The chosen project will have the express consent of the winner to assign exclusively to the IPF and UN-Habitat the rights of use, reproduction, transfer, distribution and public communication of the design, without payment or consideration to the winner.

The winner will have to sign a concession / assignment of rights to use the logo and graphic identity to be deserving of the prize.

Participants should take care to ensure that their works are not in any way similar to other existing logos or other copyrighted images.

Acceptance of the bases

Participation in this call admits the full acceptance of the bases. Its interpretation or any aspect not indicated in them corresponds solely and exclusively to the Jury.

Personal data protection

Participants are informed that the personal data collected will be protected under the terms of the applicable laws. The information provided by the participants will only be used for the procedure established in this call and the corresponding intellectual property registry.

In case of doubts or clarifications regarding this call, the following contact details are made available:

In person at the IPF, located at Avenida Independencia No. 2420 e / Line of Ferrocarrily Calle 100, Boyeros, Havana, Cuba.

Department of International Collaboration and Public Relations.

Telephone: 7265-56 80 ext. 185

Via email to the following addresses: cuba@onuhabitat.org with a copy

a contest@ipf.gob.cu

We wish all participants success.