

Instructions/ Suggestions for Logo and Jingle Competition

1. Each country will submit only three logos.
2. The same jingle can be used in different logos. If wished, different jingles for different logos are possible. (That means each country will submit at least one jingle and at most three)
3. Logos will be submitted digitally. If possible they should be worked on vector (.ai, .eps..). Logos worked on paper should be A4 size, scanned and submitted in jpg, pdf or png format.
4. Jingles should be submitted preferably in mp3 format.
5. Design of the logos should suit any kind of printing or digital environment. Logos should be clear not letting the details disappear in small formats.
6. There shouldn't be too many colours in logos; and fonts like Arial, Veranda and Times New Roman should be preferred to sustain readability.
7. Logos based on already existing ones or designed using drawings that are available on the market are not allowed. Similarly, melodies or rhythms of already existing songs or jingles are not allowed (or this is irrelevant as jingles will be composed of only sounds?????) That is to say they must be original.
8. Jingles should last at least 30, at most 60 seconds.
9. Logos and jingles should represent the project in general and should not include culture specific elements. (elements that are specific to just one country, local or traditional ones)
10. Names of the countries will be anonymous on Facebook so that voting is objective. (Countries will not know which logo/jingle belongs to which country)