

LOGO DESIGN COMPETITION

ERUA is looking for creative minds

Open to all students from ERUA member
Universities

As part of building its visual identity as an alliance, the European University ERUA is looking for creative minds to design an attractive logo and representative for its network.

CONTEXT

ERUA, European Reform Universities Alliance, brings together the universities of Paris 8 (France), Roskilde (Denmark), Constance (Germany), the Aegean (Greece) and the New Bulgarian University (Bulgaria) each of which has been created as a place for educational reform in terms of curricula, interdisciplinary approaches, open science, assessment process and student engagement.

This Alliance is based on a common ambition to develop a new type of collaboration, which connects European universities and makes it possible to rethink their place in the global context. As so-called reformist institutions, we support the critical function of the university by evaluating and proposing alternatives to current models. We also share a vision of universities as spaces of creation and defend an awareness of the power of experimental approaches.

Our students come from the most contrasting socio-economic and geographical backgrounds, from the wealthiest to the most disadvantaged, from rural, urban, suburban, specific European territories as well as from around the world. We offer an original disciplinary ecosystem: expertise in Humanities and Social Sciences and Arts and a link with Natural Sciences, Computer Science and Engineering. We offer students rich and diverse environments and an educational approach focused on project-based learning, through societal challenges and critical thinking, for a fairer, more open and more inclusive society.



Logo requirements :

- The name “ERUA” should be at the heart of the proposed logo. However, all additional elements, signs, colors and / or frames around the acronym are possible.
- The logo should be attractive and evocative to the entire ERUA community, as well as to a wider audience.
- In your projects, **please provide both a colour and a black and white version of your logo**
- As mentioned, ERUA stands for freshness, openness, inter- and multidisciplinary, inclusion, collaboration and diversity. This supposes a modern and light visual identity that could adapt to all the materials that ERUA will use for its communication: official / technical reports, presentation and promotion material, business cards, signs and posters, flags, website, diplomas and certificates, official merchandise.
- Please also attach a short narrative part (one paragraph) explaining your idea of the proposed logo (in English)
- Maximum file size: 2000X2000px, resolution: 72 dpi
- File format: JPG
- The selected designer will be invited to provide the logo as a working file.

Eligibility criteria: étudiant.e inscrit.e à Paris 8

Prize :

The winner of the competition will receive:

- A dedicated article, posted on the ERUA website
- An official certificate of winner of the ERUA logo competition
- 500 euros
- An invitation to attend the Alliance's upcoming communication activities and events

Please note :

The winner will be selected by Alliance communications officers. Applicants agree that ERUA and its member universities may publish their logo and name (s) and may use them for both advertising campaigns and / or marketing materials in the future. Applicants will cede all ownership rights, including all intellectual property rights to the logo, to the New Bulgarian University (NBU) in charge of Alliance communications activities. In addition, the NBU may alter, modify or revise the logo if it deems it necessary to achieve the objectives of the Alliance.

Deadline:

Please send your proposals before **April 5, 2021, 10 p.m. CET** to **logoerua@gmail.com**

For more information contact:

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