



AALTO-YLIOPISTON YLIOPIILASKUNTA
AALTO-UNIVERSITETETS STUDENTKÄR
AALTO UNIVERSITY STUDENT UNION

Leave your mark on history – the logo contest of Aalto University Student Union

The logo working group of Aalto University Student Union (AYY) will organise the Student Union logo design contest which is open to everyone. The contest period is 18 Apr–31 May 2011.

Contest assignment and the mission

The purpose of the contest is to find a visual and text-free logo for AYY. The logo should be, above all, a timeless and long-lasting logo which can later be applied to the flag, the badge, the badge of merit, the badge of honour and chains. The logo should be editable for use in other purposes which may appear after the contest.

A finished contest entry should include an adequately complete presentation on the Student Union's logo and its adaptations for the flag and the badge. A contest entry does not have to be based on the Student Union's existing logo, colour or visual image.

Aalto University Student Union is a service and benefit organisation for its approximately 15,000 members. All Aalto University students undertaking the lower or upper degree are members of the student union. AYY provides its members with services and works to promote their well-being and to develop teaching at Aalto University.

AYY's official colours are purple and silver. Information on AYY is available at <http://ayy.fi/tunnuskilpailu>.

Jury and prizes

The logo working group of Aalto University Student Union and student members from all study fields of Aalto act as the jury which selects the winner. Graphic Design Lecturer Tarja Nieminen from the School of Art and Design acts as the expert.

The best proposal will be rewarded with 1000 euro. In addition, the logo working group may reclaim other proposals for 300 euro per proposal. The jury may also grant honours and other prizes. The jury and the working group reserve the right not to grant prizes or reclaim proposals.

A contest entry is not necessarily selected as the Student Union's logo, flag or badge as such. Based on the winning entry and the reclaimed entries, the logo working group prepares a final proposal for the Student Union's logo, badge and/or the flag. AYY's Representative Council decides on the actual logo and other symbols which will be introduced.

Contest entries are returned with a pseudonym and the real designers of entries will only be revealed after the award and reclaim decisions. The winner of the contest and other

reclaimed and rewarded contest entries will be published on the Student Union website on 17 June 2011.

Submission instructions

Proposals must be returned with a pseudonym. A return envelope must include all contest material with a pseudonym and a sealed envelope marked with a pseudonym which includes the contestant's real name and contact information.

Contest entries must be submitted by mail to the address AYY keskustoimisto, Tunnustyöryhmä, PL 69, 02151 Espoo. The postmark of the contest entry must be stamped no later than 31 May 2011.

For further information on contest participation, please contact AYY's Archivist and Museum Curator Tiina Metso, 050 520 9441, tiina.metso@ayy.fi during the office hours.

Copyrights

As a reclaim condition, the prize of the rewarded and reclaimed proposals includes timelessly and geographically unlimited and exclusive user, publication, presentation, mediation, distribution and reproduction rights to the winning work. Further development of the rewarded and reclaimed contest entries will be separately agreed on with designers. The designers of the rewarded and reclaimed entries are not allowed to make any other contracts concerning the rights of reclaimed entries without the permission of Aalto University Student Union.

The logo contest of Aalto University Student Union

Contest rules

1. The logo design contest is organised by the logo working group of Aalto University Student Union.
2. The contest is open to everyone. You can also participate in the contest with a group.
3. The competition begins on 18 Apr 2011 and ends on 31 May 2011.
4. The purpose of the contest is to find a visual, text-free and timeless logo which can later be applied to the flag, badge, the badge of honour and merit and chains, for example.
5. A finished contest entry should include an adequately complete presentation on the Student Union's logo and its adaptations for the flag and the badge. A contest entry does not have to be based on the Student Union's existing logo, colour or visual image. The Student Union's official colours are purple and silver.
6. The logo must be suitable for use both in printed and electronic media.
7. The jury compiled by the organisers of the contest will select the best entry and the designer receives a prize of €1,000. In addition, the logo working group may reclaim other proposals for 300 euro per proposal. The jury and the working group may also grant honours and other prizes.
8. All material related to the contest entry must be returned with a pseudonym. In addition to the actual proposal, a return envelope must include a sealed envelope marked with a pseudonym which includes the contestant's real name and contact information.
9. Proposals must be returned by mail to the address AYY keskustoimisto, Tunnustyöryhmä, PL 69, 02151 Espoo. The postmark of the returned contest entry must be stamped no later than 31 May 2011.
10. Aalto University Student Union receives timelessly and geographically unlimited and exclusive user, publication, presentation, mediation, distribution and reproduction rights to the winning entry.
11. Participants whose entry is rewarded or reclaimed do not have the right to assign the rights related to the photos and drawings submitted to the contest to any other party than Aalto University Student Union.
12. The contestant is responsible for ensuring that one has the rights to use the logo as a contest entry in accordance with these rules and the right to further assign the rights required in these rules to the Aalto University Student Union.
13. A proposal submitted in the contest will be removed from the contest if it is not submitted before the deadline or if the proposal does not otherwise correspond to the contest guidelines.
14. Contest entries will not be returned.
15. The jury and the logo working group reserve the right not to grant prizes or reclaim proposals.
16. Aalto University Student Union has the right to use contest entries in communications related to the logo contest.
17. The actual designers of contest entries will not be revealed until the prize and reclaim decisions. The winner and other reclaimed and award-winning entries will be published on 17 June 2011 at www.ayy.fi.
18. Based on the rewarded and reclaimed entries, the working group prepares its final presentation on the student union logo. The Representative Council of the Aalto University Student Union decides on the actual logo which will be introduced.
19. Aalto University Student Union reserves the right to specify the contest rules during the contest period.