

PUBLIC COMPETITION: EURO<26 LOGO REBRANDING

LOGO DESIGN BRIEF

RULES OF THE COMPETITION

Who is eligible to participate:

Any private person or company, professional or non-professional from any country. (The winner must have a valid bank account to transfer the prize).

Prize:

The winner of the logo competition will be awarded Eur 5.000 (bank-transfer only). Before the prize will be awarded, the European Youth Card Association (EYCA) will register the logo based on the contract concluded between the most successful bidder and EYCA. Should the logo already be in use by another company or registered anywhere worldwide, the submission will be disqualified.

Submission:

The logo shall be submitted in a jpg file to the following email address: logo@eyca.org

The jpg file should not be larger than 800 pixels on the longest side. The submitted file should not be larger than 4 MB. The number of logos that can be submitted per person or company is limited to 8. Please send one logo per email, even if you submit several logos.

If a submitted logo is already registered anywhere in the world or in use by another entity anywhere in the world the submission will be immediately disqualified.

Please address of queries and questions to logo@eyca.org

Deadline:

The competition opens on June 30, 2008. The deadline for submissions is **September 30, 2008, 17:00 CET**.

Jury:

An international jury of 5 experts, chosen by the EYCA board of directors will choose the final three logos. The EYCA General Assembly (delegates from 42 European countries) will vote the winning logo from the final three.

The winner and the new EYCA logo will be announced on **November 14, 2008 on www.eyca.org**

Entry fee:

There is NO entry fee. The participation in this competition is free.

Use of submitted logos:

Copyright and all other intellectual property rights of the logo submitted by the most successful bidder will be within the sole use of the European Youth Card Association (EYCA). This logo will be used by EYCA without any limitation or reference to the one who submitted it. Use also includes worldwide registration of the logo.

All other logos submitted by the participants, which were not successful in this tender may not be used in any commercial or noncommercial way without prior written consent of EYCA. Unauthorized use of these logos will cause civil liability and criminal prosecution.

GUIDELINES FOR THE CREATION OF THE NEW EYCA LOGO:

Corporate profile:

The EURO<26 is the largest European youth card (4.5 million cardholders) that gives young people access to information, mobility, culture and participation.

Through a range of services, discounts and advantages, the EURO<26 card encourages young people to make informed life choices, explore their world and play a full part in European society today.

More than 60 youth card associations issue the EURO<26 youth card in 42 European countries. These organisations are represented by the European Youth Card Association (EYCA).

The EYCA mission is founded on three corporate priorities for young people: Information, Participation and Mobility.

EYCA members are made up of youth information agencies, youth organisations, student and youth travel agencies, and other not-for-profit organisations. What they have in common is a commitment to working towards the EURO<26 ideals.

The EYCA Office is based in Bratislava, Slovakia.

Market position

The EURO<26 card is available in 42 European countries, giving young people access to more than 100,000 discounts, services and benefits. More than 4.5 million EURO<26 cardholders are making use of the EURO<26 advantages at the moment.

In many countries, EURO<26 has become a partner of local companies and organisations, mostly banks, universities, national railways, insurances, local authorities and youth hostelling associations.

The European Youth Card Association provides its cardholders with youth information through different channels: annual guides, magazines, newsletters, and helpdesks. Projects carried out by EYCA and its members seek to engage young people themselves in the creation of media, campaigns and research tools to further disseminate information.

EYCA runs a corporate website: www.eyca.org and a website for young people: www.euro26.org, which is a pan-European website for EURO<26 cardholders, supported by more than 60 EURO<26 national/regional websites throughout Europe. The communication with young people is also fostered through 20 EURO<26 magazines with a circulation of approx. 2,5 million and electronic and/or print newsletters bringing national and regional information.

Target market

The EURO<26 card is aimed at all young people aged under 30 years of age, regardless of whether they are students, working, unemployed, parents or trainees. The card is also available to young people outside of Europe.

Current situation

The European Youth Card Association was founded in 1987. Ever since then, wherever the card is issued, it carries the EURO<26 logo that is used to mark the places offering advantages and discounts. It all comes down to "Hercules" – a black figure representing the strength of youth. The

EURO<26 logo has become a strong tool, that opens young people the door to the world of over 100,000 benefits in 42 countries.

In 2007, the EYCA members have agreed to raise the age limit of cardholders from 26 to 30 years of age. This was based and in accordance with the decision of the European Commission to change the age limit for the whole European "Youth in Action" Programme of the European Union also from 26 to 30.

This age change caused that the EURO<26 logo and the actual name of the card is no longer valid, and became a trigger for a set of changes in the Association.

The European Youth Card Association sees the need to use this situation to "refresh" the card logo, adjust it to the current situation and modern trends, and make it attractive to young people today and also to use this opportunity to start a new period of EYCA's work in Europe.

As the EYCA members have agreed, the logo should be changed in an "evolutionary" way, and the word EURO<26 in the logo should be replaced with the word EYCA, which represents the short for the already known European Youth Card Association.

GUIDELINES FOR LOGO CREATION

- Evolutionary process: a refreshment of the existing logo rather than a total change. Certain elements should therefore be retained to make it easier to recognize the logo in comparison to the existing one.
- Three most important features:
 1. High recognition value
 2. Timeless – immune against short term trends
 3. Harmonious: logotype, corporate colour and typography appear all as one piece
- The name **EYCA** has to be included in logo (capital letters or lower case)
- The Hercules symbol (see Annex 1) can be but does not have to be included - maybe a streamlined modernisation or an abstraction of it.
- The corporate colours (see Annex 1) or at least one of them should be retained.
- The typography (font) (see Annex 1) of the word **EYCA** (formerly EURO<26) should **not** be retained.
- The format of the new logo should be smaller and rather 'square' or 'landscape' instead of 'portrait', comparable to a Visa or Mastercard logo.

Legal notice

EYCA reserves the right to amend the publicized conditions or to cancel the tender providing that amendment or cancellation is publicized in the same manner that the conditions of this tender are publicized.

EYCA reserves the right to refuse all submitted bids.

Participants that submit bids are not entitled to claim expenses connected with their participation in the tender.

ANNEX 1: DESCRIPTION OF EXISTING HERCULES LOGO THAT SHOULD BE REDESIGNED



Dimensions

The width and the dimensions of the yellow frame are in proportion to the height, following the proportions of the classic card design: height: width = 1,00 : 0,43

Minimum Height:	min. 27,5 mm
Minimum Width:	min. 11,8 mm
Minimum Yellow Frame:	min. 0,5 mm

Colour

Yellow frame:	Y 100%	M 20%
'Stars':	Y 100%	M 20%
Background logo:	M 90%	C 20%
Hercules-figure:	K 100%	
EURO<26-font	American Typewriter, white, point 19, width 50%	

ANNEX 2: EYCA Vision and Mission

The EYCA Vision

EYCA supports its members:

- to create and deliver high-quality information, benefits and opportunities for young people across Europe
- to promote young people's citizenship and mobility
- to encourage young people to make effective use of information, benefits and opportunities
- by representing the common interests of members and their cardholders within European Structures

The EYCA Mission

EYCA achieves this vision by:

- supporting effective communication and learning between members
- supporting members to have an effective understanding of young people's needs and issues across Europe
- supporting members to guarantee the quality of the offers they make to young people
- promoting the EURO<26 brand and opportunities within European structures
- influencing policy within European structures for the benefit of its members and their cardholders