



Logo Design Competition

The MarLitCy project is calling Graphic Designers to take part in a competition to design a novel, catchy logo for the project's "Responsible Coastal Business Network".

The MarLitCy project

MarLitCy 'Marine Litter for Synergies, Capacity-building and Peacebuilding' is a 36-month long, bi-communal project funded by the European Union. MarLitCy aims to use the problem of marine litter as a tool for promoting dialogue and building closer relations between various unconventional target groups in Cyprus.

Marine litter, defined as any man-made, solid material accidentally or intentionally discarded in the marine and coastal environment, is one of the most pressing global environmental challenges. Marine litter can be seen floating in water or washed ashore on beaches, and litter has also been found in deep remote areas. Plastics are the most abundant and persistent form of marine litter globally.

The MarLitCy project aims to implement a series of activities to raise awareness in key target groups and the general public about the issue of marine litter, and to promote the uptake of practices that aim to minimize the creation of marine litter across the island. In so doing, the project will use marine litter as a tool to develop bridges and communication between all Cypriots.

Coastal businesses are an important target group for the project, as they have a significant role to play in the fight against marine litter. Therefore, MarLitCy has developed the 'Responsible Coastal Business Network'.

What is the Responsible Coastal Business Network?

The MarLitCy 'Responsible Coastal Business Network' is a bi-communal network of coastal businesses around Cyprus that voluntarily adhere to a decalogue of good practice and pledge to implement practices that will reduce the amount of litter they produce and thus contribute to the overall reduction of marine pollution. These businesses follow an environmental best practices guide provided by the MarLitCy project focusing on the waste hierarchy of Refuse-Reduce-Reuse-Recycle with special focus on reducing plastic use and disposal.

To help recognize and reward the efforts of the members of the Responsible Coastal Business Network, the MarLitCy partnership wants to provide them an attractive, catchy logo that they can proudly display in their premises.

MarLitCy Project is funded by the European Union under the Cypriot Civil Society in Action VI Grant Scheme and implemented by the Famagusta Walled City Association (MASDER), AKTI Project and Research Centre, Enalia Physis Environmental Research Centre and North Cyprus Diving Centres Association. This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the consortium and do not necessarily reflect the views of the European Union.



Need more inspiration?

Read more about the MarLitCy project in the link below:

<http://www.marlitcy.eu/about-marlitcy.html>

Read more about the Responsible Coastal Business Network in the link below:

<http://www.marlitcy.eu/responsible-coastal-businesses-network.html>

Read more about marine litter in the link below:

<http://www.marlitcy.eu/marine-litter.html>

Logo Design Criteria and Deadline

The winner will be selected based on designing an innovative logo for the “Responsible Coastal Business Network”.

Technical information

Each candidate can submit one or more logo options with the below technical features:

1. The logos must be designed in a vector programme such as Illustrator.
2. The logo must be in colour; clever use of colours are preferable.
3. The logo must work in black and white (this is not a reference to greyscale but just the use of black and white colours).
4. The logo must also be legible at all sizes. When reduced in size, approximately 15mm in height and when used for larger formats, such as, posters, electronic formats, such as TV and Web.
5. Create Balance: Remember that your logo will be viewed by the masses, not just those with an eye for great art
6. Submitted logos must be original artworks, created solely for the Responsible Coastal Business Network and the MarLitCy project.
7. Submitted logos can be composed of emblem AND wordmark
8. Submitted logos must work on white backgrounds primarily but variants of the logo must be submitted to indicate options for other backgrounds, such as dark / busy.
9. The submitted logos must include the phrase ‘Proud Responsible Coastal Business’.

Selection criteria

1. Relevance - Submitted logos must be aligned with the theme and goal of the Responsible Coastal Business Network and have a brand recognition potential
2. Originality - Must exhibit originality, creativity and imagination
3. Aesthetic - Submitted logos must command attention displaying visual balance, colour coordination and be appealing to the eye. Emblem and/or wordmark must look unified.
4. Technical features – fulfill all technical information mentioned above and be functional

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Deadline

All entries should be submitted by the 26th June 2020 via Dropbox (marlitcy2016@gmail.com). No submissions will be accepted after the deadline.

Entry to the competition is free of charge.

Prize

200 EUR will be awarded to the selected logo.

The winner will be announced on 10th July 2020 on MarLitCy Facebook page: <https://www.facebook.com/www.marlitcy.eu>

Terms & Conditions

- The contest is open to any individual (any age, nationality, location)
- The logo design must be your own original work
- Incomplete, unreadable, unintelligible or otherwise non-compliant submissions will be disqualified and MarLitCy and its partners reserve the right to reject entries that do not meet the criteria.
- IMPORTANT: By entering the competition you grant the MarLitCy project and its partners the rights to use your design for the benefit of the project at no extra cost.
- By entering the competition, designers agree that, if their logo is selected, they will work with the MarLitCy project and its partners to make any necessary additions/alterations to better meet the needs of the project and the Responsible Coastal Business Network.