

The London Book Fair 2018 Baltic Countries Market Focus Slogan and Logo Design Competition

COMPETITION REGULATIONS

1. General provisions

- 1.1. The Competition shall be organised by the International Writers' and Translators' House (Latvia) on behalf of the Ministry of Culture of the Republic of Latvia in cooperation with the Estonian Publishers' Association and the Lithuanian Culture Institute (hereinafter – "Organiser").
- 1.2. These Regulations provide terms and conditions, in accordance with which the Organiser is to hold a competition titled "The London Book Fair 2018 Baltic Countries Market Focus Slogan and Logo design competition" (hereinafter – "Competition").
- 1.3. The Competition is open for any private (citizens or residents of either Estonia, Latvia or Lithuania, or persons with a work permit in the aforementioned countries) or legal person, or group (based in Estonia, Latvia or Lithuania) that has become acquainted with the provisions stipulated in these Competition Regulations and has expressed the wish to participate in the Competition by submitting a proposition according to the provisions of the Competition Regulations (hereinafter – Competitors).
- 1.4. Propositions submitted for the Competition by Competitors shall be evaluated by a committee of experts composed of three members from each Baltic Country – one member from each of the organising institutions and two graphic design and/or branding experts from each country (hereinafter – "Committee").
- 1.5. The rules of the Competition Regulations are applicable to all Competitors equally.
- 1.6. The competition entry shall be free of charge, and shall meet the standards of international ideas competitions.
- 1.7. The Competition Regulations are available on the Organiser's website, at the following link: "www.latvianliterature.lv/grants".

2. Goals and objectives of the Competition

- 2.1. The goal of the Competition is to receive a high quality idea proposition for a visual identity (logo) and a slogan to represent the Baltic Countries – Estonia, Latvia and Lithuania – as the Market Focus in the London Book Fair 2018.
- 2.2. The graphic visual identity solutions entering the Competition shall meet the following conditions:
 - 2.2.1. the logo must be in line with contemporary and topical design trends;
 - 2.2.2. any idea submitted for this Competition must be an original work;
 - 2.2.3. the logo must ensure international recognition and visibility of the Baltic Countries – Estonia, Latvia and Lithuania;
 - 2.2.4. the design of the logo must be adjustable for the use in presentation materials, printed materials, exhibitions, souvenirs, as well as within webspace and cityscapes.
- 2.3. The slogan propositions shall meet the following conditions:
 - 2.3.1. the slogan must be clearly expressed and formulated in English;
 - 2.3.2. the slogan must contain no more than 50 characters (including spaces);
 - 2.3.3. the slogan must be relevant to the literature and publishing industries of the Baltic Countries – Estonia, Latvia and Lithuania;
 - 2.3.4. the slogan must be witty, concise and original.

3. Deadline and conditions for submission of propositions

- 3.1 Competitors may submit the idea propositions for the Competition **until 5:00 p.m., June 30, 2016.**

- 3.2. Each private or legal person participating is allowed to submit no more than three idea propositions.
- 3.3. The Organiser shall not accept for evaluation, and shall not judge as part of the Competition, idea propositions that:
- 3.3.1. are submitted after the deadline stipulated in the clause 3.1 of these Regulations;
 - 3.3.2. fail to comply with the Competition Regulations.

4. Documents to be submitted for the Competition

- 4.1. In compliance with the deadline stipulated in the clause 3.1 of these Regulations, Competitors shall submit an idea proposition of visual identity (logo) and a slogan, representative of the Baltic Countries as the Market Focus in the London Book Fair 2018, inclusive of:
- 4.1.1. visual identity (logo) sketches – digital images in 4-colour model (CMYK) , and monochrome (black & white) with no tints or screens (i.e., 100% black on white, no grey);
 - 4.1.2. a slogan in English (not more than 50 characters long, including spaces) derived from and conceptually coherent with the visual identity;
 - 4.1.3. a description in English explaining the idea behind the visual identity (logo) and the slogan, as well as the symbols/means of expression and concepts used.
 - 4.1.4. a single idea proposition shall be submitted as 2-4 landscape oriented pages (A4) in PDF file format. All images and texts must be submitted as a single landscape oriented PDF document.
- 4.2. The Competitor shall submit the idea proposition electronically by uploading all files to the Organiser’s webpage at “www.latvianliterature.lv/grants”, and filling in the online Application Form in English. The Competitor shall receive an e-mail affirming that the application has been received.
- 4.3. Competition Administrator shall review each individual idea proposition in order to verify its compliance with the official criteria, which are as follows:
- 4.3.1. The proposition has been submitted before the deadline stipulated in the clause 3.1;
 - 4.3.2. The online Application Form has been filled in accurately;
 - 4.3.3. All provisions stipulated in the clause 4.1 have been met;
- 4.4. Verified idea propositions shall be assigned a code by the Competition Administrator before they are handed over for evaluation to the Committee. The code shall be a combination of letters and words that do not reveal the identity of the Competitor, and shall be used in order to ensure anonymity.

5. Deadline for further enquiries regarding the Competition Regulations

- 5.1. All correspondence between the Organiser and the candidates concerning the provisions of the Competition Regulations shall be conducted in written form via e-mail: info@latvianliterature.lv. All requests and enquiries ought to be referenced as follows: For the Competition “The London Book Fair 2018 Baltic Countries Market Focus Slogan and Logo design competition”.
- 5.2. Should a candidate request additional information about the provisions of the Competition Regulations no later than 6 (six) working days before the deadline of submission of propositions, the reply shall be supplied within 2 (two) working days at the e-mail address indicated by the competitor.

6. Proposition evaluation criteria and conditions

- 6.3. The Competition shall be judged in two stages:
- 6.3.1. In the first stage, The Committee shall separately evaluate each individual proposition submitted by Competitors according to the evaluation criteria stipulated in the Competition Regulations, and 10 best ideas will be selected.
 - 6.3.2. In the first stage, each member of the Committee shall fill in and sign an individual evaluation sheet when judging the propositions submitted by the Competitors, according to the following criteria, awarding points separately for each evaluation criteria:

No.	Evaluation Criteria	Maximum score
1.	Compliance with the goals and objectives of the Competition	10
2.	Originality and innovativeness of the idea	10
3.	Relevance of the concept to the significance of the event	10
4.	Relevance of the visual identity to the concept of proposition	10
Maximum total score:		40

6.3.3. In the first stage, the propositions submitted by the Competitors shall be ranked from the top score down according to the total scores, calculated by summing up the points awarded by all members of the Committee and entered in a single table of results.

6.3.4. The Committee shall decide on the 10 best propositions according to the total scores of each Competitor.

6.4. In the second stage, the Committee shall select the winning proposition during a closed meeting.

6.4.1. The Committee may invite professionals or independent experts as advisers during the process of evaluation of the propositions;

6.4.2. The Committee has the right not to award the 1st place should none of the propositions fully meet the goals and objectives set forth in these Regulations;

6.4.3. Should the Committee deem it necessary, the winning logo and slogan may also be chosen separately.

6.5. The records of proceedings of the closed meeting of the Committee members, in both stages, shall be kept by the Administrator, indicating in the record:

6.5.1. the total score of each individual Competitor's proposition in the first stage;

6.5.2. the final decision on the distribution of awards in the second stage;

6.5.3. suggestions on the further use of the Competitor's proposition.

6.6. The records shall be kept of the meetings of the Committee of experts. The records shall be signed by all members present at the Committee.

6.7. The results of the competition shall be published in the Organiser's homepage at "www.latvianliterature.lv/grants" no later than 2 (two) months after the end of the submission deadline.

7. Number of winners, amount and conditions of awarding

7.1. The total prize fund of the Competition is **1250 EUR**

7.2. 1250 EUR prize shall be awarded to the best proposition and slogan, and according to the clause 6.4.3 the prize may be presented to logo and slogan winners separately.

7.2.1. 1250 EUR prize will be divided between the logo and slogan, if they are taken from different proposals.

8. Copyright

8.1. All economic rights of the authors, including the rights to make modifications, shall be transferred to the International Writers' and Translators' House (Latvia) starting from the moment when the decision is made and the records are signed by the Committee.

- 8.2. Should the proposition be submitted by a person other than its author, such third person affirms, as from the moment of submitting the proposition, that the author has agreed to the transfer of the author's economic rights to the International Writers' and Translators' House (in Latvia) according to the clause 8.1 of the Regulations, and assumes responsibility for both tangible and intangible damage to the rights of the author that should arise as a result of an unfounded affirmation of the aforementioned kind, including as a result of the use of the submitted work. The provisions stipulated in this clause, with relevant modifications, are applicable also in the cases when the proposition is submitted by one of co-authors.
- 8.3. As of the date of submission of the proposition, the Competitor affirms that the objects submitted as works of authorship do not involve rights, including copyright, of any third party. The competitor shall be held responsible for all legal relations that may arise from infringement of any party's rights. Should complaints by any such party be received by the International Writers' and Translators' House (Latvia) or by persons to whom the International Writers' and Translators' House (Latvia) has granted the right to use the objects submitted according to the provisions of this competition, the Competitor shall of her/his own accord settle the disputes arisen at his/her own expense and with his/her own means. The Competitor shall compensate to the International Writers' and Translators' House (Latvia) or persons to whom the International Writers' and Translators' House (Latvia) has granted the right to use the objects submitted according to the provisions of this Competition for all direct and indirect loss caused by claims established by the aforementioned third parties.
- 8.4. The winners of this Competition agree to the publication of the works of authorship submitted according to the provisions of this Competition at any time chosen by the International Writers' and Translators' House (Latvia), as well as guarantee not to use the author's moral rights in such ways that would hinder or may hinder the use of the respective works. As of the moment of submission of the proposition, Competitor affirms that the author of the winning proposition has agreed to the provisions on the use of the author's moral rights stipulated in this clause of the Competition Regulations.

9. Competitor's rights and responsibilities

- 9.1. The Competitor may introduce modifications to or withdraw the submitted proposition by e-mail that includes a written and signed application in PDF referenced as „MODIFICATIONS” or „WITHDRAWAL”. The withdrawal of the proposition has no reservations and it excludes the Competitor from further participation in the Competition. In case of modifications, the Competitor may submit a new proposition online. The moment of submitting the second proposition shall be considered to be the date of submission of the proposition. After the submission deadline, the Competitor may not introduce modifications or withdraw the proposition submitted.
- 9.2. As of the date of submission of the proposition, the Competitor agrees to all provisions stipulated in the Competition Regulations, and assumes responsibility for the truthfulness of the information provided in the Application Form. Should the proposition be submitted by a minor, the compliance with the provisions of the Competition Regulations must be confirmed by his/her guardian or curator.
- 9.3. The Competitor shall on his/her own accord cover all expenses related to preparing and submitting the proposition.