

LOGO!

COMPETITION



Erasmus+

Deepening Democracy project

Organization: Deepening Democracy Consortium (YUPI, Agrupamento de Escolas Camilo Castelo Branco - Portugal, IV Liceum Ogólnokształcące w Kielcach, Stowarzyszenie Edukacja przez Internet - Poland, Asociația pentru Integrare Socială și Protecția Mediului "Feed-Back", Colegiul Național de Informatică Grigore Moisil - Romania)

Launch Date: 6 December 2021

Due Date: 17 December 2021

Project Title: Deepening Democracy

For any inquiries: deepening.democracy.project@gmail.com

Project Overview:

Deepening Democracy is an Erasmus+ project funded by EU and implemented by YUPI and the partners. Deepening Democracy project **aims to consolidate a democratic culture in each school of the project.** It is expected to contribute to a recognition of the importance of cooperation between non-formal and formal education, allowing the pupils to have a more holistic education proposal and to enhance a more active participation.

Deepening Democracy will hold a logo design competition open to all students from Agrupamento de Escolas Camilo Castelo Branco (Portugal), IV Liceum Ogólnokształcące w Kielcach (Poland) and Colegiul Național de Informatică Grigore Moisil (Romania) to produce a logo that captures the core idea of Deepening Democracy Youth's vision and objectives.

Competition Objective:

This competition aims to challenge youth to capture the identity, vision and purpose of Deepening democracy project by designing a logo that represents its concept. The goal is to generate a logo design for the project that can be used online (social media, websites, email etc.) and offline (collaterals, visibility items etc.) and other communications platforms



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Audience:

The audience should be students between the age of (14-19) years old from Agrupamento de Escolas Camilo Castelo Branco (Portugal), IV Liceum Ogólnokształcące w Kielcach (Poland) and Colegiul National de Informatica Grigore Moisil (Romania).

Insights:

Youth who are active, advocates of youth empowerment, interested in arts and design.



The Message:

Youth are changemakers and should have a powerful voice and impact in the democratic culture in each school involved in the project

Call to Action:

Target audience should feel like they are a part of project which is working towards a more participative school.

Our initial tagline is: “Deepening democracy”.

Branding:

Personality and Tone of Voice: Energetic, bold, credible, youthful, modern, and inclusive, simple.

Font and colors: Participants should interpret the personality/tone to come up with an appropriate font and color for the logo.

The winning logo will be decided by an online popular vote (google form) and by the project consortium.

Comments:

The winner of the competition will receive a 100 value prize.

A brand identity is a collection of all tangible elements that determine how “Deepening Democracy” brand will be perceived by the public. These elements include web design, social media graphics, business cards, uniforms, banners, roll-ups, flyers, brochures ...etc.

How to apply?

To participate in the competition, the student must send an e-mail to deepening.democracy.project@gmail.com with the subject “Deepening democracy - logo” until december 17th with a PNG file of the logo and, in the text of the e-mail, name of the author, school, and explanation about the ideas to create that image. If it was a collective work, it's important to name all the students involved 😊