



CONTEST RULES

The Fondazione Cesare Serono is sponsoring a contest to find a logo for its communications campaign ***Ten thousand T-shirts for Disability*** to increase awareness of disability in its various forms. Its objective is to select a logo for the campaign that can be printed on a line of tee shirts.

1. Ten Thousand T-shirts

“To be disabled still - and too often – means finding oneself at a disadvantage, if not completely excluded/on the outside. At a disadvantage in the school system, in the workplace, in sports and recreation, in social activities, in everyday life. The equal rights and equal opportunities laid down in the Constitution, in Italy anyway, aren’t always (and this is speaking euphemistically) applied.” We quote Gianfranco Conti (Director, Fondazione Cesare Serono) in support of the campaign.

The aim of the Communication Campaign is to produce a range of tee shirts with illustrations of the various uncomfortable/unfortunate situations in which a person with disabilities might be faced. Buying and wearing the tee shirts means agreeing to and identifying yourself with the campaign, **spreading the message** and contributing, at least in part, to funding the campaign itself.

10.000 tee shirts is the minimum objective that Fondazione Cesare Serono hopes to reach: hence the title of the campaign “TTT - Ten Thousand T-shirts for disability”, in need of a suitable logo.

The winning logo will be used on all material pertaining to the campaign (including the tee shirts, promotional material and the dedicated website).

The logo should interpret and reflect the nature of the campaign, starting from its name, ***Ten Thousand T-shirts for disability***.



2. Characteristics of the logo

The logo should contain the following text:

TTT Ten Thousand T-shirts for disability (the subtitle may be omitted when functional to the composition). The logo must be legible (in any and all dimensions), recognizable (in relation to the initiative), unique and original (in its entirety), adaptable for reproduction in various dimensions and on various materials/supports.

3. Who may participate

The contest is open to professional graphic artists, those with degrees in communication design or current students from schools, academies and specific majors.

As many as three entries may be submitted per participant.

It is also possible to participate as a group, where one member (elected as representative) will register.

Only original proposals may be submitted.

4. Submission of entries

All participants must present their entries by registering online at www.10000-tshirts.it and submitting the completely filled-in form.

Only logo proposals in a single .jpg file will be considered.

The logos must be presented both in color and in black and white, ideally also with the particular defined font.

The logo proposal may also be accompanied by a brief (max one page) written description.

If necessary, the winner may subsequently be asked via e.mail to present the logo in various formats and additional information/explanations may also be requested.

5. Jury

The members of the jury are:

Chairman: **Luca Pancalli**, President of the Italian Paralympic Committee (www.comitatoparalimpico.it)

Internal Judge: **Gianfranco Conti**, Director, Fondazione Cesare Serono

Design Expert: **Cinzia Ferrara**, President Aiap (Italian Association of Visual Communication Design - www.aiap.it)

Design Expert: **Giovanna Talocci**, President Adi Lazio e designer (www.adilazio.org)



6. Rights to the use of the logo

The author of the winning logo will retain ownership thereof, giving Fondazione Cesare Serono the right to use the logo free of charge for the Fondazione's activities. Participants in the contest must sign a declaration giving Fondazione Cesare Serono the right to use the logo free of charge.

No royalties will be paid for use of the logo.

Fondazione Cesare Serono reserves the right to use the logo for its activities, which may include fundraising, publications, events, and any other initiatives whose themes are inherent to Fondazione Cesare Serono's mission.

7. Prize

The contest's jury will award the lump sum of **€ 1.500,00** to the winning entry.

8. Timeframe

Entries may be submitted from April 4 to April 29 (contest deadline extended to May 8). Entries submitted after April 29 will not be eligible for consideration by the jury.

The winner will be announced by May 16, 2016 on the website www.10000-tshirts.it.

For registration and information: www.10000-tshirts.it

Additional requests may be addressed to contest@10000-tshirts.it

Roma 31 Marzo 2016