



# Project Logo Ideas Contest

## *Be Like an Athlete – BLA*

### Regulation

#### 1. Project BLA and Context Promoters

*The Be Like an Athlete* (BLA) project aims to promote education in and through sport with a special focus on the development of socio-psychological competences as well as supporting the implementation of the EU Guidelines on Dual Athlete Careers. This project involves a transnational and transdisciplinary team, which includes members who share knowledge in various areas, such as Sport Psychology, Sociology and Pedagogy, Computer Science, Physical Education and Research Methodology.

BLA's main objectives are to draw a sociopsychological profile of student-athletes involved in dual career programs, contributing to the positive development of young people. The aim is to improve the sports and school results of those involved in dual career programs, seeking to promote the balance of these two contexts.

The BLA Project, whose leader is the Maia University Institute (ISMAI) / Maia Polytechnic Institute (IPMAIA) of Portugal is developed by six other partners: the National Council of Physical Education Teachers and Professional Associations (CNAPEF), Portugal, the General Council of Professional Colleges of Physical Education and Sport (CONSEJO COLEF), Spain, the Sportiva Dilettantistica Margherita Sport Association and Vita Basket (Msv Basket), Italy, the University of Limerick (UL), Ireland, the Umeå University (UmU), Sweden and the Portuguese Institute of Sport and Youth IP (IPDJ), Portugal.

Under the Erasmus+ Sport - SCP - Collaborative Partnerships initiative (EAC-A03-2018), Project BLA launches a student competition for its logo. For the purposes of the competition, its coordination will be ensured by the lead partner, the Maia University Institute (ISMAI) / Maia Polytechnic Institute (IPMAIA). The jury will consist of one member from each of the 5 project partner countries.

#### 2. General Provisions

The purpose of this competition is to **select the BLA Project logo** and graphic standards to be used in forms and printed and digital dissemination materials, to be therefore applied to the BLA project results, namely in the mobile application, web pages, eBooks, multimedia products and other media.

**Project keywords:** Student-athletes; Dual Careers (School + Sport); Social-Psychological Competencies; New Technologies.

#### 3. Participants

- a) The competition is open to students currently enrolled in technical courses, bachelors or masters of the artistic areas (namely arts, design or multimedia, among others) from Secondary, Professional or Higher Education Institutions of the countries of origin of the partners of this project: Portugal, Spain, Italy, Ireland and Sweden.
- b) Individual competitors or teams of competitors, hereinafter referred to as “competitors”, may submit more than one proposal, in which case they shall submit each one of them as stand-alone applications.
- c) The competitors are responsible for the originality of the submitted works, guarantee their authorship and assume all responsibility arising from third party claims regarding copyright and related rights.
- d) By entering the competition, competitors declare to know and accept this Regulation.

#### 4. Characteristics of submissions

The works submitted to the competition must consist of the following 4 technical materials:

a) PDF file with 4 vertically oriented A4 pages, each page with 2 versions of the logo. On the first page the colour version of the logo on a white A4 page, on the second page the colour version of the logo in a black A4 page, on the third page the black and white logo on a white A4 page, on the fourth page the black and white logo on a black A4 page. Each of the 4 pages should contain a logo application (maximum size 10cmx10cm) printed in the centre, and a reduced size application (maximum size 3cmx3cm) printed in the upper left corner (1 cm from the edges of the page).

b) Logo file in vector format with extension .PDF or extension .AI or extension .EPS

c) PDF file with the mini-manual of standards for the use of the logo in digital and printed context, the text must be in English and should specify one or more of the following items, if applicable: minimum whitespace margins around the logo, chromatic decoding (RGB/CMYK), minimum dimensions of the logo, construction and proportion of its constituent elements, fonts if any, behaviour on chromatic and photographic backgrounds, etc.

d) PDF file with the description and justification of the project that briefly describes the concept developed, not exceeding 3000 characters, the text must be in English.

## 5. Identification of submissions

Each submission is associated with the competitor as it is submitted together with the completion of the form, however in the submission itself there can be no element to identify the competitor or his/her nationality.

## 6. Submissions

a) The proposals are submitted online using the submission form available at the link <https://bla.ismai.pt/competition/logo/>

b) The competitor's identification details, such as his/her name, address, telephone, primary email address (required), secondary email address (optional), photocopy of the competitor's identification document at the school he/she attends, name and address of the educational institution, type of education, name and year of the course, must be provided on the form but may not be included in the submitted proposal.

c) In the case of a proposal submitted by a team each team member should be identified in the same way on the application form. The address, telephone contact and email address is only requested for the team contact person.

d) In both cases of an individual competitor or a team, on the form it shall also be necessary to identify the name by which the submitted work is to be identified after the competition has ended. This name will be associated with the logo in exhibitions or initiatives carried out under the BLA Project that may be developed after the competition is concluded. Apart from this name and the country of origin no further identifying information will be associated with the logo in order to respect the privacy of the competitors.

e) The technical materials must be attached to the form and meet the requirements set out in point 4.

f) The deadline for submission of proposals is 23.59 GMT on **May 20, 2020**.

## 7. Proposals Evaluation

g) The works will be evaluated by an international jury of 5 people, specialists in the area under consideration, constituted for this purpose by the BLA Project, by invitation made by the project partners.

h) ISMAI is responsible for pre-processing the proposals received, verifying that they meet the basic requirements to be eligible, removing proposals that have not met the anonymity requirement, and arranging the remaining proposals in a format that facilitates the work of the jury and the comparative assessment of the proposals

i) The Jury is responsible for analysing the received proposals, verifying the conformity of the proposals with the technical requirements of the competition, evaluating the accepted works and deciding on a relative ranking.

d) The methodology of evaluation and ranking of the works will be determined by the Jury, taking into account the following criteria:

- Creativity, quality and suitability to the theme (50%)
- Readability and quality in digital environments including smartphones (25%)
- Good graphic reproduction capacity (25%)

e) Following the ranking made by the Jury the prizes of the contest will be awarded.

f) It is up to the Jury to exclude proposals that do not comply with the competition rules.

g) Without prejudice to the awarding of the contest prizes, if none of the submitted works meets the minimum quality and usability requirements, the Jury may advise the BLA Project not to adopt the winning work as the BLA Project logo.

h) There is no space for appeal or complaint against the decisions made by the Jury.

## **8. Awards and Diplomas**

a) The following prizes will be awarded:

1st place: prize of 1000 euros.

2nd place: prize of 300 euros.

3rd place: prize of 200 euros.

b) A diploma of participation in the competition will be given to all the candidates admitted to the competition.

c) The best works may be selected for publication or presentation in exhibitions or initiatives under the BLA Project.

## **9. Property Rights**

d) By participating in the competition, competitors declare to assign to Project BLA the ownership rights of the works submitted to the competition and to accept their use within the scope referred to in point 8 (c).

e) The winning work, if adopted as the BLA Project logo, will be used as the BLA Project deems appropriate.

## **10. Publication of Results**

f) The results of the contest will be published on **June 7, 2020**, from which date onward they will be available online at the following address:

<https://bla.ismai.pt/competition/logo/>

b) The winning competitors will be informed of the competition results via email and SMS using the contact email and telephone provided in the application form.

## **11. Final Provisions**

Any questions, omissions or complaints resulting from the application of this regulation will be clarified and resolved by the BLA Project. If you have any questions, please contact the BLA project at the email address [bla@ismai.pt](mailto:bla@ismai.pt)