

2012 CALI 50TH ANNIVERSARY LOGO CONTEST:

RULES AND REQUIREMENTS

This document describes the details, requirements and official rules of the Congo American Language Institute (CALI) 50th Anniversary logo contest, organized by the U.S. Embassy Kinshasa and CALI.

The competition will launch on 1 February 2012 and run through 29 February 2012. The winning design will be voted on by CALI's students and the winning artist will receive a full scholarship to study at CALI.

ENTRANTS:

The competition is open to all, except employees of U.S. Embassy Kinshasa, CALI and their immediate family members. Multiple submissions are allowed.

DETAILS & REQUIREMENTS:

Each entry must include full name and contact details.

The design may be submitted in any medium but may be digitized by the Embassy / CALI at a later date.

The logo's concept should be simple and clearly readable. It must retain this readability and its reproduction quality when increased or reduced in size.

Entries will be accepted at the following locations:

- CALI [Complexe Utexafrica]
- U.S. Embassy [498, avenue Colonel Lukusa]
- American Corner [Protestant University of Kinshasa]
- L'Académie des Beaux Arts

Entries can also be e-mailed to Cali50th@gmail.com.

The deadline for submission is 5:00 p.m. on Wednesday, 29 February 2012.

Entries will be judged on the following criteria:

- **Originality** – Should be original and should not seem to mirror existing logos. Should stand out among others and be easily identifiable with CALI.
- **Use of Color** – Should be based primarily on CALI colors: sky blue, gold/yellow and red. May also incorporate the colors of the American flag.
- **Simplicity** – Should not be difficult to reproduce in a cost effective manner. Though simple, it must be bold enough so that it can be scaled up or down without losing detail.

- **High Craftsmanship** – The designer should use clean sharp lines and curves and demonstrate command of the media used.
- **Typography** – Should be appropriate and legible through all scales.

A panel of Embassy and CALI staff will initially select the top three designs. The final winning logo will then be voted on by CALI's current students.

All entries shall become the property of U.S. Embassy Kinshasa and CALI and will not be returned to the submitting artists.

Entrants will be bound by the Terms and Conditions of ownership set by the Competition. The winning design may be modified for printing and presentation purposes, but without altering the original concept. The winner will be contacted and advised how to collect his or her prize.

PRIZE:

The winner will receive a full CALI scholarship.

The actual level of entry applied to the scholarship will depend on the English language skills of the winning artist, as determined by CALI's testing process. To remain on scholarship, a student is required to have a final grade of 80% and no more than nine absences per session. If they fail to fulfill these conditions, but otherwise are eligible to move up to the next level, they may continue at CALI but will forfeit their scholarship.

For more information, please contact U.S. Embassy Kinshasa and CALI at CALI50th@gmail.com