



## Logo design competition for the Fondation Auguste van Werveke-Hanno

To mark the 20<sup>th</sup> anniversary of its founding, the Fondation Auguste van Werveke-Hanno, under the aegis of Fondation de Luxembourg, is looking for a new logo that showcases its mission to support academic and artistic excellence. The foundation invites young graphic designers and artists to submit their most colorful and creative designs that could serve as the foundation's new visual identity.

### The Fondation Auguste van Werveke-Hanno

The Fondation Auguste van Werveke-Hanno was created in 2002 by virtue of the will of Anita van Werveke in memory of her father, Auguste van Werveke-Hanno (1866-1927), a drawing professor at the École d'artisans de l'État (currently the Lycée des Arts et Métiers). Entering under the aegis of the Fondation de Luxembourg in 2021, the foundation continues to award scholarships annually to students in Architecture, Fine Arts, Advertising and multimedia, Interior architecture/decoration, and Design.

### The contest

The Fondation Auguste van Werveke-Hanno invites young graphic designers and artists to submit proposals for a new logo to represent the foundation. The selected winner will be awarded with a 500 € prize. The logo will be used in all typical media forms, including print and online.

Applications should be submitted by email to [verveke-hanno@mesr.etat.lu](mailto:verveke-hanno@mesr.etat.lu) before **November 1<sup>st</sup>, 2023**.

Candidates must include in their email:

- A PDF of their logo design and any supporting text to explain the concept
- Their name, address, current level/area of studies or most recent higher education diploma (and attaching a copy of their enrolment certificate or diploma)
- A copy of their ID card or a certificate of residence (if they are not nationals of Luxembourg).

### Eligibility requirements

In order to qualify, candidates must meet the following criteria:

- Be a national or a resident of Luxembourg;
- Be enrolled full-time or part time in a course of study leading to a higher education diploma, title, certificate or rank, OR
- Have graduated during the last two years with a higher education diploma.

## **Design guidelines**

1. Logo designs should incorporate the name of the foundation, and reference elements related to the values of the foundation, such as Education and academic excellence, supporting students in Luxembourg, and the studies of Fine Arts and/or Architecture.

Additionally, logo designs must include the tagline “sous l’égide de la Fondation de Luxembourg” (in French). As the logo will be used for a long duration, logo designs need not reference the 20-year anniversary.

2. If your design is selected, you may be asked to modify the final design according to the selection committee’s specifications. The final design must then be provided to the committee in high resolution vector files (.eps), with editable capabilities, transparent backgrounds, CMYK and RGB, png and pdf (adaptable to electronic and print), and with the ability to be reproduced in small and large formats.

Once these files have been submitted, the application will be considered complete, and the winner may receive the 500 € prize money.

## **Selection criteria and process**

The winning entry will be selected by the Fondation Auguste van Werveke-Hanno selection committee and validated by the management committee.

The selection committee will evaluate the logo designs based on their adherence to the foundation’s mission and its values, design quality, and the versatility of the logo.

The prize for the winning entry is 500 €, which will be paid out in one single instalment by bank transfer.

The winner will be notified via email and the new logo will be shared on the Fondation Auguste van Werveke-Hanno website, as well as on social media.

## **General conditions**

Submissions must be the candidate’s original work and must not infringe on any other artist’s work, trademark or copyrights.

Candidates may submit multiple designs or submit a design as part of a group. If a group’s logo design is selected, only one prize of 500€ would be distributed for the members to share.

In submitting their design, candidates surrender it and all its elements to become the sole property of the Fondation Auguste van Werveke-Hanno.

The Fondation Auguste van Werveke-Hanno has the right to adapt, edit, modify or otherwise use the winning logo in whatever manner it judges appropriate.

Any additional questions may be addressed to [werveke-hanno@mesr.etat.lu](mailto:werveke-hanno@mesr.etat.lu).