



Co-funded by the
Erasmus+ Programme
of the European Union

Logo Contest Guideline

ELISTAT: Enriching the Lives of Seniors Through the Art Therapy

Objective

The objective of this competition is choosing a “logo” to visually represent the project under KA227 Partnerships For Creativity For Adult Education Program, titled: ELISTAT: Enriching the Lives of Seniors Through the Art Trapy, funded by Erasmus+ Programme of European Union.

Project

The Erasmus+ project “ELISTAT: Enriching the Lives of Seniors Through the Art Therapy” aims to support the mental well being of older adults benefiting from healing effects of art therapy. especially during the pandemic and social isolation times.

Themes for the logo

The themes to be used in the design of the logo will be wellbeing of seniors, social inclusion, art and creativity.

Participants

The main participants are all targeted people and stakeholders defined by the project including seniors, their caregivers, care professionals, adult trainers.

Besides, all the citizens of partner countries who are interested in well-being of older people, art therapy and social inclusion of older people can participate in the



Co-funded by the
Erasmus+ Programme
of the European Union

Required Elements and Technical Details

- 1- The design must be original and not edited before.
- 2- The design should be simple
- 3- It should make reference to the project themes mentioned above.
- 4- If there is text in the logo, it must be legible
- 5- The number of colors to be used while designing the logo should be a maximum of three
- 6- Submissions can be hand-drawn or prepared digitally. Please note: if hand-drawn, the logo must be digitized as only digital entries will be accepted.
- 7- High-resolution files are required – the acceptable image file formats are .PNG, .JPG, .JPEG and .TIFF (resolution of 300 dpi).
- 8- If the logo incorporates fonts, the font names should be provided.

Deadline for Entries

1. The logo design must be submitted by 23th July 2021, 12 PM CET, Friday.
2. The designs must be submitted to relevant e-mail adress of the project
elistatproject@gmail.com
3. Full name and contact information of the participant must be indicated in the e-mail.

Evaluation Criterias:

1. Originality of the design.
2. Clarity of the message related to the Project concept.
3. Visual impact.



Co-funded by the
Erasmus+ Programme
of the European Union

Selection of Winners

1. All entries complying with the official contest rules and have met the guidelines and specifications will be evaluated
2. Voting will take place between the 26th and the 28st of July 2021.
3. The results of the competition will be announced on the Project partner's websites on the 29th of July 2021 and the winner will be notified.

Prize

The winner's logo will be edited on each partner's website, mentioning the winner's name. The winner will also, receive 3D design of the logo during The Multiplier Event held in winner's country.

Intellectual Property Rights

1. Any and all intellectual property or other related rights in the logos submitted in this the competition will belong to Erasmus+ Strategic Partnership Project titled: "ELISTAT: Enriching the Lives of Seniors Through the Art Therapy" and shall be its sole exclusive property.
2. The Project partners reserve the right to use the logo in any manner that they see appropriate

Elistat Project Team



T.C. ANKARA VALİLİĞİ
AİLE VE SOSYAL HİZMETLER
İL MÜDÜRLÜĞÜ

