



BURSA ULUDAG UNIVERSITY 50TH ANNIVERSARY LOGO DESIGN COMPETITION SPECIFICATIONS

1. Subject and Purpose of the Competition

The 50th Anniversary Logo Competition was organized to highlight the history, achievements, and significant milestones of Bursa Uludag University, documenting its 50-year development journey with a commemorative logo. The 50th anniversary logo, to be used alongside the Bursa Uludag University logo, aims to reflect the university's mission, vision, historical development, and the added value it provides to education and training. It also highlights recent momentum in R&D studies and the student-oriented education approach. This logo, representing 50 years of Bursa Uludag University, will be featured in all events, announcements, printed materials, digital media, and TV programs in 2025.

2. Mission

In its 50th anniversary, Bursa Uludag University's greatest mission is to advance its commitment to quality education, innovative research, and service to society, building on past knowledge and experience while stepping confidently into the future. The university aims to cultivate innovative and entrepreneurial individuals, equipped with professional knowledge, skills, and competencies to make positive impacts both nationally and internationally by strengthening its pioneering role in academic, social, cultural, and technological fields.

3. Vision

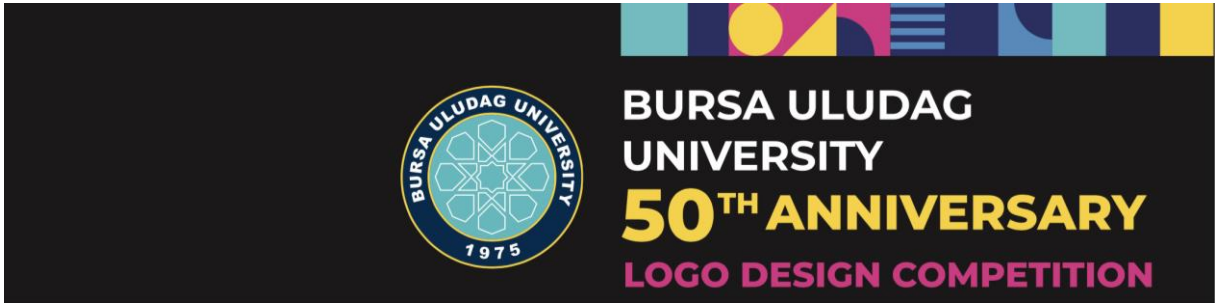
In its 50th anniversary, Bursa Uludag University aims for excellence in education, scientific research, and social contributions at international standards, while embracing an innovative and pioneering vision both nationally and internationally.

Designers should incorporate these goals and objectives into the 50th anniversary logo design.

4. Participation Conditions

- a.** The competition is open to all designers.
- b.** Participation is free of charge.
- c.** Each participant can participate in the competition with a maximum of three designs.
- d.** The selection committee and first-degree relatives of the selection committee cannot participate in this competition.

5. Technical Conditions



a. The logo to be selected will be used in all kinds of printed materials, digital media, media and TV advertisements, promotional products, stationery materials, letterheads, faxes, banners, and similar media and activities representing Bursa Uludag University as part of corporate identity activities.

b. The 50th Anniversary Logo should be adaptable for both color and black-and-white formats. It should maintain its quality when enlarged or reduced, ensuring that its visual integrity is preserved. Additionally, it should be designed to work effectively with all types of printing and cutting techniques.

c. The 50th Anniversary Logo should feature the numbers and the text ‘50th Year,’ and it must be designed in conjunction with the Bursa Uludag University logo.

d. Adobe Illustrator (AI) format of the Bursa Uludag University logo can be downloaded from the link below:

<https://www.uludag.edu.tr/konu/view/37/logo>

e. 50th Anniversary logo designs should be presented on A4 paper. The main logo should be in color and placed on top with a long side that does not exceed 15 cm. On the same A4 paper, 1 color sample, 1 black-and-white positive sample, and 1 black-and-white negative sample, each with a long side of 2 cm, arranged in a single line, should be placed just below the large logo. At the top left of the line, the color scale describing the logo colors should be provided, and the sample template below should be followed. In addition, at the bottom of the same paper, a brief description of the logo should be written in a minimum of 50 words and a maximum of 100 words, following the pseudonym consisting of 6 letters and/or numbers with the heading “DESCRIPTION”.

A4 Page

50th Year Logo in Color 15 cm

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Use of Color

.. CX, MX, YX, KX

.. CX, MX, YX, KX,

.. CX, MX, YX, KX

2cm in color

2cm BW Positive

2cm BW Negative

Pseudonym: 6 letters and/or numbers.



Description: Minimum 50 words, maximum 100 words.

f. Designs should be prepared in vector format, with a resolution of 300 dpi and using CMYK color mode. The file size should not exceed 10 MB. Designs should be created in Adobe Illustrator or CorelDraw and submitted in JPEG or PNG format.

g. Designs submitted to the competition must be original, not previously used or published, and should not evoke logos from other institutions or organizations.

h. Logos deemed unoriginal (copied) by the selection committee will not be evaluated. If an awarded logo is later found to be unoriginal, the award will be withdrawn. The competitor assumes all legal and financial responsibility for any issues arising from such problems. Bursa Uludag University is not liable for any intellectual or financial disputes related to the designs.

i. The selection committee will evaluate the designs based on their suitability, originality, creativity, and alignment with the mission, vision, and historical development of Bursa Uludag University

j. The logo design selected by the votes of the Selection Committee will be adopted as the official 50th Anniversary logo of Bursa Uludag University.

6. Application Method and Submission of Logo Designs

a. Each design must be assigned a pseudonym consisting of 6 letters and/or numbers, with no meaningful letters.

Example pseudonym: U12A05

Designers submitting more than one design must use a unique pseudonym for each design, numbered as follows:

U12A05-1, U12A05-2, U12A05-3.

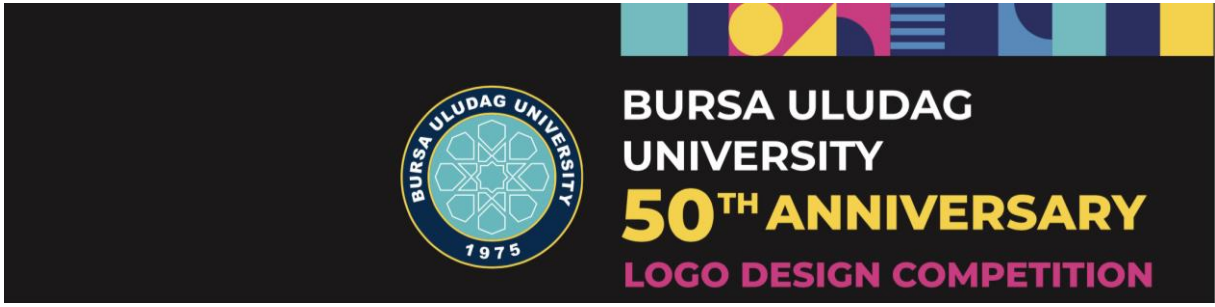
b. Participants will be able to participate in the competition by filling out the Google participant form, which can be accessed from the link given in **item “d”**, and uploading their design(s) to the system from the “file transfer” section on page 3 of the form.

c. Participants must complete the participant form, available via the link below, accurately and in full. Designs should be submitted through this form, with a maximum of 3 logos allowed per submission.

d. Participant Form link:

https://docs.google.com/forms/d/e/1FAIpQLSdSIYk2UCVGnT-xcuwrV_Q4bwjPRcSJHfOp3YK3szP9FD3HRQ/viewform?usp=sf_link

e. Designs sent via email will not be evaluated.



f. The logo design must not include the participant's name, signature, or any distinguishing marks. Designs with such elements will be disqualified from the competition.

g. Logo designs that do not meet the application and technical requirements will be disqualified from the competition.

h. The Selection Committee reserves the right to request modifications to the selected design. The designer of the chosen design may be asked to make changes to address technical issues based on the Committee's feedback. No compensation other than the award amount will be provided for these changes. The final design, including both negative and positive versions, must be submitted to Bursa Uludag University as an Adobe Illustrator file within 10 days of the competition results announcement. An email address for submission will be provided.

7. Selection Committee

Prof. Dr. Ferudun YILMAZ (Rector of Bursa Uludag University)

Prof. Dr. Sezin TÜRK KAYA (Bursa Uludag University, Faculty of Fine Arts, Graphic Design Department Head)

Assoc. Prof. Dr. İbrahim YILMAZ (Bandırma 17 Eylül University, Faculty of Art Design and Architecture, Department of Graphic Design)

Dr. Salih DENLİ (Fatih Sultan Mehmet Foundation University, Faculty of Art Design and Architecture, Head of Graphic Design Department)

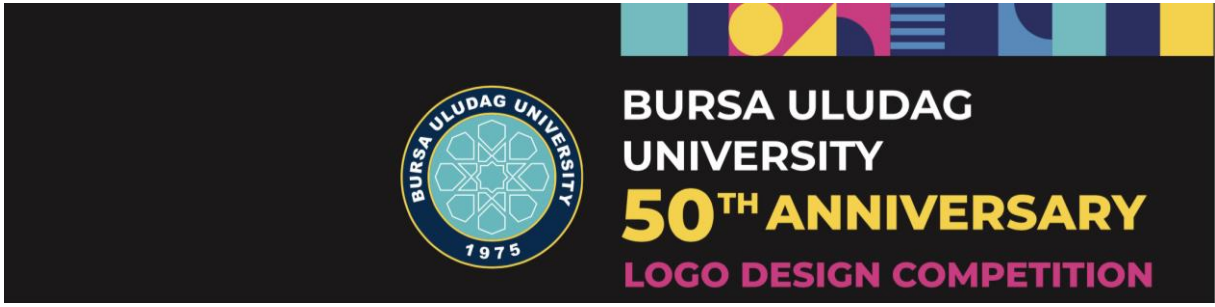
Dr. Erhan MUTLUGÜN (Bursa Uludag University, Vocational School of Technical Sciences, Graphic Design Program)

Lecturer, Gültekin ERDAL (Bursa Uludag University, Vocational School of Technical Sciences, Graphic Design Program)

Özleyiş ARDALI (Bursa Chamber of Commerce and Industry, 58th Committee Chairman)
"Advertising agencies, photo studios and organizations committee"

8. Participants are considered to have accepted all of the following conditions:

a. If the Selection Committee deems none of the designs worthy of an award, no award will be given. The Selection Committee is the sole authority in this decision.



b. The participant acknowledges that the selected design grants Bursa Uludag University the full right to use the design indefinitely. In accordance with the Law on Intellectual and Artistic Works and other relevant legislation, the participant grants Bursa Uludag University a comprehensive license/authorization for all rights related to reproduction, adaptation, dissemination, representation, public transmission, and other uses of the design.

c. The design awarded first prize by the Selection Committee may be used and reproduced in all types of printed materials, digital media, media and advertising works, promotional products, stationery, letterhead, fax, banners, and other media and activities representing Bursa Uludag University as part of its corporate identity. The participant cannot claim any additional copyright beyond the award.

d. Participants who submit their designs are deemed to have accepted all conditions of this specification, the competition terms, and the decisions of the Selection Committee.

e. No other payment will be made for designs submitted to the competition, except for the cash prizes specified and announced for the top three winners.

f. Bursa Uludag University reserves the right to update the competition calendar, add additional articles or clauses to the specifications, and cancel the competition if necessary.

g. The location and date of the 50th Anniversary logo competition award ceremony will be announced separately by the Rectorate of Bursa Uludag University.

9. Awards

First Prize 35.000 TL. + Certificate of Achievement

Second Prize 10.000 TL + Certificate of Achievement

Third Prize 5000 TL. + Certificate of Achievement

“Jury Achievement Award Certificate” for three Honorable Mentions,

50 Designs will receive a “50th Anniversary Jury Exhibition Award”

A total of 50 designs will be exhibited in a digital catalog. The university administration and the selection committee may exhibit 50 logos in a physical exhibition if deemed necessary.

10. Competition Calendar

Application Deadline: September 15, 2024, Sunday 23.00

Announcement of Results: Monday, September 23, 2024

The results will be announced on the official web page of Bursa Uludag University.

Contact: 50etkinlik@uludag.edu.tr