

Regulations of the Competition for preparation of the Metropolis GZM logotype design

&1 Subject of the competition

Metropolis GZM (Górnośląsko – Zagłębiowska Metropolia), hereinafter referred to as Organizer or Metropolis GZM, announces the Competition for preparation of the logotype design.

The aim of the Competition is preparation of the logotype design which will become the basis for creation of the system of visual identification (Brand book) of Metropolis GZM.

&2 Conditions for participation in the Competition

1. The Competition is international and it is open, two-stage, and consists of the following stages:
 - I stage – sending the portfolio including min. 3 projects of the logotype,
 - II stage – designing the Metropolis GZM logotype by five designers/designing companies chosen by the Competition Commission from the portfolios sent for the first stage of the Competition.
2. The Competition may be entered by adults, designers, economic entities who deal with designing, graphics, creating visual identification and by students of designing faculties.
3. Only works which have not been entered to other competitions and those which have not been published can be entered into the Competition.
4. Projects may be submitted by individual participants and design companies.
5. Participation in the Competition is voluntary.
6. There is no prize for participating in the first stage of the Competition. There is a prize for participating in the II stage of the Competition, which is referred to in &7, points 1 and 2.
7. The participants of the Competition have the right to withdraw their works till the day before announcement of the results of the I stage of the Competition. The Participants are obliged to inform the Organizer till 20.07.2018, up to 23.59, by e-mail to the address: promocja@metropoliagzm.pl. After the above time all the works shall be estimated by the Competition Commission, in accordance with the rules included in & 5 of the present Regulations.
8. The following persons are not allowed to participate in the Competition: members of the Competition Commission and their immediate, workers of the Office of Metropolis GZM and its organisational units.
9. By immediate family the following persons are meant: spouses, direct descendants, direct ancestors, brothers and sisters, a relative by affinity in the same line or degree, persons remaining in adoption like relationships and their spouses, and also persons in cohabitation.

& 3 Entering the Competition

1. The condition to enter the Competition is sending the portfolio including min. 3 projects of the logotype in PDF format.
2. The portfolio shall be sent by electronic mail to: promocja@metropoliagzm.pl. The file with the portfolio should be titled by the name and surname of the author or the name of a designing company of the author. The content of the mail should include contact data of the author (name and surname/ name of the company, contact telephone

- number, address, www site), the title of the mail: Competition GZM logo. The attachment cannot exceed 15MB.
3. The portfolio can also be sent by traditional post to the address: Górnośląsko – Zagłębiowska Metropolia, ul. Barbary 21A, 40-053 Katowice, with an addition on the envelope: Departament Promocji i Komunikacji Społecznej – Konkurs Logo. The date when the portfolio was received by the Organiser of the Competition is decisive when qualifying the work.
 4. The Commission of the Competition shall choose 5 portfolios from those sent. Their authors will be invited for the II stage of the Competition which is designing the logotype of Metropolis GZM on the basis of data concerning the idea of the Metropolis GZM presented in Annex 1 for the present Regulations.
 5. The project of the logotype must be presented in A3 format, the basis of which is 20 cm, in separate files, in the following variants:
 - a) independent logo (forming a separate unit);
 - b) a logo with the name: Górnośląsko-Zagłębiowska Metropolia ;
 - c) a logo with the name: Metropolis GZM.
 6. The above variants should be additionally sent in two dimensions next to each other: 1 – the basis of the logotype 20 cm, 2-the basis of the logotype – 2 cm.
 7. The graphic project of the logotype should be suitable for various use: in advertising and promotion in a broad sense, on the internet sites, in small architecture, on the products of everyday use, in films, animations, etc.
 8. Each participant of the Competition is allowed to present any number of the projects of the logotype, however it cannot be less than two.
 9. Entering the works in the Competition is by sending them in the electronic form in pdf file and in graphic files in the following formats: AI and EPS, TIFF (300 DPI the basis of the logotype 20 cm) or by sending them by traditional mail on the address indicated in point 3 as DVD record, BLU RAY or FLASH (USB Memory Stick).
 10. Only works which were sent to the above addresses and till the above indicated time shall be taken into consideration.
 11. The Competition Commission shall choose in the II stage one project from these entered which shall be granted the main award and will be implements to be realized.
 12. The author of the chosen (awarded) project shall prepare a visual identification (Brand book) on the basis of the project for the Metropolis GZM. The realization of the above shall be the subject of a separate contract.
 13. Visual identification (Brand book) should include:
 - a) description of the logotype meaning,
 - b) description of creating the logotype,
 - c) presenting the logo with inscriptions: Górnośląsko-Zagłębiowska Metropolia, Metropolis GZM,
 - d) presenting the logo with a slogan (optionally)
 - e) colours: in CMYK, RGB, Pantone,
 - f) protective fields around the logotype,
 - g) variants of the logotype: monochromatic and colourful versions,
 - h) scaling and minimal size of separate logotype and one with inscriptions,
 - i) placing the logotype on different backgrounds,
 - j) a set trademarks of typefaces and recommended sizes and types,
 - k) examples of correct and incorrect form of the logotype,
 - l) projects of animation of the logotype,
 - m) letterhead paper, official and promotional, format of the file: A4 in Microsoft Word,
 - n) a project of a footer in Outlook system,
 - o) project of the name cards for Metropolis GZM employees,
 - p) a project of A4 promotion file,
 - q) a project of PowerPoint presentation (first and following pages),
 - r) a project of a roll-up,

- s) a set of profile logotypes for social media in appropriate formats:
 - Facebook – a profile picture, background movie,
 - Instagram – a profile picture and the first post,
 - LinkedIn – a profile and background picture,
 - Twitter - a profile and background picture,
 - YouTube - a profile and background picture,
 - t) a project of a media wall, dimensions indicated by the Metropolis GZM,
 - u) a project of an occasional letter, congratulations letter, invitation etc,
 - v) examples of locating the logotype on the chosen gadgets,
 - w) examples of placing the logotype on various carriers.
14. The project shall be entered by means of Entry application which constitutes an Annex 2 to the present Regulations.
 15. The participant of the Competition makes a statement which is Annex 3 to the present Regulations.

& 4 Dates

1. Sending portfolio: till 13 July 2018.
2. Results of the I stage of the Competition: 24 July 2018.
3. Preparing preliminary concept of the logotypes by 5 chosen designers/designing companies: till 26 August 2018.
4. Announcing the results of the Competition: 28 August 2018.
5. Preparing the visual identification (Brand book): till 28 September 2018.

& 4 Evaluation criteria

1. The works shall be evaluated by the Competition Commission as follows:
 - Przemysław Łukasik – medusa group sp. z o.o.,
 - Dr hab. Justyna Kucharczyk – Akademia Sztuk Pięknych Katowice (Academy of Fine Arts),
 - Matylda Sałajewska – curator of Street Art Air,
 - Maciej Siuda – Pracownia Macieja Siudy, School of Form in Poznań,
 - Kazimierz Karolczak – President of the Board of the Metropolis GZM,
 - Karolina Wadowska – member of the Board of the Metropolis GZM
 - Paulina Rduch – Department of Strategy and Analysis of the Metropolis GZM.
2. The logotype project shall be evaluated as far as aesthetics and functionality are concerned.
3. The Commission is entitled to give the guidelines for changes which shall later be introduced in the cooperation with the author of the logotype.
4. When the Winner of the Competition is not able to carry out the visual identification mentioned in &3, point 12, the Organiser has the right to conclude a contract concerning the visual identification (Brand book) on the basis of the winning project, with other economic entity.
5. Detailed procedures of the Competition Commission are defined in Annex no 4 to the present Regulations.
6. Decisions taken by the Commission are definite and there is no right to appeal from them.

& 6 General terms

1. Each person sending the entry to the Competition agrees to process his/her personal data by the Organiser, solely for the purpose of the Competition, within the range necessary to conduct the Competition (regulation concerning personal data from 10

May 2018 (Journal of Laws from 2018, item 1000), and regulations of European Parliament 2016/679 from 27 April 2017 concerning protection of natural persons while processing personal data and its free flow and repeal of the directive 95/46/WE (general regulation concerning protection of data) (Journal of Laws UE L 119 from 04.05.2016) further referred to as "RODO".

2. Entering the work into the Competition means accepting the terms of the present Regulations and stating that the works entered to the Competition have been created personally.
3. Submitting the works for the Competition means that the person submitting the projects states that they do not infringe any rights of third persons, especially they do not infringe any property or personal copyrights. In case of a third person submitting any claims resulting from infringing the rights indicated above, the person submitting the works for the Competition, as the only one responsible, shall compensate the Organizer all incurred costs resulting from compensation claims submitted against the Organizer, exempting the Organizer from any liabilities resulting from the above.
4. This Competition is not a game of chance in the meaning of a regulation from 19 November 2009 concerning gambling (Journal of Laws from 2008, item 165 with further alterations).

& 7 Award

1. The Organizer shall grant awards to the Participants of the Competition who are qualified for the II stage and send the projects of the logotype in accordance with the requirements described in & 3 of the present Regulations. The amount of the award is 3000zł.
2. The winner of the Competition will additionally receive the award in the amount of 17 000 zł.
3. The awards shall be transferred to the indicated in Annex 2 number of bank account within 21 days from the announcement of the results of the Competition.
4. The amount of the award shall be deducted by the amount of due taxes which shall be taken by the Organizer of the Competition.
5. The author of the winning project of the logotype will be presented with the proposition of preparing visual identification (Brand book) which is described in & 3, point 13, for which he/she shall be separately remunerated on the basis of a separate contract concluded with the Organizer of the Competition.
6. Awarding the Participant of the Competition with the first prize means transferring by the Participant of the Competition to the Organizer property copyrights of the awarded project.
7. Remuneration of the transferred property copyrights for the awarded project is included in the granted financial award and it constitutes a condition of participation in the Competition.

& 8 Property right title and the right to use the winning project

1. The winning project of the logotype shall become the property of the Metropolis GZM in the moment when it has been chosen.
2. The Metropolis GZM obtains the property copyrights for the winning project of the logotype without any limitations concerning the territory, number of copies within the following areas:
 - a) recording and unlimited reproducing of the copies of the work by any possible technique, (ex. Printing, photographing, Xerox, magnetic recording, analogical, digital), especially by printing, scanning, making copies by means of magnetic carriers, magnetic-optical, digital, video technique, computer technique or by means of a projector;

- b) circulation of original and its copies, launching on the market, leasing or lending the original or copies;
 - c) distribution of the subject by a public performance, exhibiting in the form of an exhibition following the Competition, showing or playing, broadcasting and reemitting, and also public presentation in such a way that anyone may have access to the work in place and time chosen. Especially as far as locating data on the computer hard disc and global computer network is concerned, including the server of the Organiser, sending by means of multimedia, computer and tele-information network, including the Internet, distributing in any kind of publications, including books and magazines,
 - d) using the works within carried by the Ordering Party promotional and marketing activities, Ordering Party becoming the owner of the copy of the Competition work awarded with the first prize.
 - e) presenting in public, exhibiting, presenting on screen, especially during generally accessible exhibition or exposition, in the press, internet, on posters, in folders and leaflets,
 - f) unlimited in time permission for exercising by the Organiser derivative copyrights, especially within creating coverages and adaptations of the work, such as translations and modifications for the needs of the Organiser and distributing the above mentioned.
3. When the Winner of the Competition does not enter the negotiations concerning the terms of the contract for preparation of visual identification (Brand book), the Metropolis GZM has the right to prepare the above mentioned Brand book on the basis of the winning work. The winner of the Competition gives the Metropolis GZM the derivative rights including the right to introduce changes indicated by the Commission of the Competition and the Organiser of the Competition.
 4. Transfer of property copyrights and derivative rights concerning the winning work for the Metropolis GZM as in the situation as described above in & 8 point 2 includes the right of the Metropolis GZM to transfer these rights to third parties. The third parties obtain the property copyrights for the works in the field of exploitation defined in &8 point 2.
 5. Having paid the first prize for the chosen competition work, the Metropolis, regardless of the rights obtained in accordance with &8 point 2 of the Competition Regulations, is authorized to distribute the awarded works together or separately, in whole or in fragments.
 6. As far as other Participants of the II stage of the Competition (excluding the I prize of the Competition, the Organiser at the moment of granting the award defined in &7 point 1 obtains a permission of the Participant and property copyrights within the range enabling him/her to: publish the above mentioned works in the Internet, social media of the Metropolis GMZ, in Bulletin of Public Information of GZM, and also to distribute the work by: public performance, presenting in the form of an exhibition after the Competition, publishing in newspapers and magazines, in the Internet, in folders and leaflets, on the posters, using the works while advertising or promoting.

& 9 Final provisions

1. The Organise has the right to introduce changes in the Regulations.
2. The Organiser shall publish all the information concerning changes of the Regulations and cancelling or non-settlement of the Competition on the internet site: bip.metropoliagzm.pl
3. Procedures are conducted in accordance with art.4point 8 of the regulation from 29 January 2004, right concerning public orders, it means up to the amount in PLN equal with 30 000 euro.

4. The Organiser does not cover the costs of preparing and sending the projects.
5. Any enquiries concerning the Competition and provisions of the Regulations are given by email promocja@metropoliagzm.pl.
6. The condition of participation in the Competition is to fill in all the points of annexes no 2 and 3 for the present Regulations, under the condition of rejecting the offer.
7. The Organiser has the right to leave the Competition not settled without presenting the reasons.
8. In all matters in dispute the regulations of the Civil Code are applicable.
9. The only subject entitled to interpret the provisions of the present Regulations is the Organiser.
10. The present Regulations are to be announced with the possibility to be downloaded and printed on the internet site of the Organiser: www.bip.metropoliagzm.pl