

CALL FOR an EPiC LOGO!

As part of the EPIC project, OBESSU invites you to develop your imagination and help us create the visual identity of the project by designing a Logo that will represent the essence of the project throughout its development.

What is the EPiC project?

EPiC - Empowering students Participation in Campaigning is a project that OBESSU is currently carrying out. Throughout this project OBESSU will work until June 2024 on empowering young people to engage within the decision making processes on their local, national and European level, and to practice their right to vote.

Moreover, voting at 16 is one of the core advocacy points for OBESSU, both from the perspective of increasing the number of European countries that allow young people to vote at 16 and recognising the importance of youth participation within the shaping of the future of Europe, and from the perspective of the changes that are recommended to take place within the educational systems in order to address this importance and inform young people to actively engage within the democratic processes relevant to them.

To sum up, the project aims at:

- Informing and educating young people about participation, democracy, and the importance of youth participation in electoral processes.
- Increasing the engagement of school students and school students unions in the outreach towards young people.
- Addressing the need to engage first time voters and young people that would otherwise not vote.
- Building the capacity to design and implement successful political campaigns.
- Developing a manifesto that school students unions and students can use for campaigning towards the European Parliament elections.

What are we looking for?

OBESSU is looking for talented students interested in creating a logo to use in the official communications related to the EPIC project.

Eligibility criteria:

- Be a student and or a young person.
- You can participate as an individual or as a team.
- Be respectful of OBESSU values



Some tips:

- The logo should have a maximum of 3 colours and, in addition to the standard version, be available in three different versions (black, white and coloured version).
- Be creative: the logo should link OBESSU's values as well as reflect the essence of the EPIC project, but keep in mind that the majority of the audience is made up of students. Try to design a fresh, modern, and stylish logo! Please keep in mind that designs that promote hate speech, racism, xenophobia, homophobia, and ableism, or that go against OBESSU values, will be automatically disqualified and will not be submitted to the jury.
- Format: PNG and PDF, together with the original file in high-quality (preferably in .ai, .psd or canva link).
- This file should be uploaded in high quality. Be appropriately scaled, proportionate, and colour-adaptable.
- Images with copyright are not permitted. All images must be created, enhanced, or altered by the participant (if you use elements not created by you, such as patterns, shapes, textures, typographies, etc., ensure all of them are copyright free).

Do you need some inspiration?

- When creating the logo try reflect on the following keywords:

Democracy, participation, youth and students, engagement, right to vote.

What do you have to do, in brief?

- Create your logo proposal and write a few lines about its significance and your motivation for creating it.
- Fill in and sign the [Copyright consent and responsibility form](#)
- Send the logo in the format required, the editable version to carmen@obessu.org following the deadline.
- Put as subject of the email EPiC logo/ Your name and organisation if any
- Send everything by 06/04/2023 (23:59 CET, Brussels time)

What will you gain if your logo is selected?

- You will get a chance to participate in the final conference of the project in Brussels. All your costs will be covered and you will get to meet other student activists from around Europe
- OBESSU will launch an online launch of the logo where the winner will be invited to explain the creative process followed during the creation of the logo.
- Stickers of your logo to disseminate the project.
- Fame and success !!!!



Selection Committee:

The winning logo will be selected by the Board and the Communications Team of OBESSU.

Next steps:

- Designs will be accepted until the 6th of April (23:59 CET, Brussels time)

Right to refuse logos

Does OBESSU have the right to not select a winner?

- We will inform both the selected and not selected candidates about the decision, featuring some feedback. We reserve the right to proceed without a selection, if and only if, we believe that none of the submitted proposals meets the values of the project and or criteria for selection.

