

TERMS AND CONDITIONS

CONTEST

“Design the new AFECAVOL logo”

1. Background

AFECAVOL is the association of all the volleyball federations in Central America including: Belize, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica and Panama.

AFECAVOL seeks to renew its graphic identity with a new logo design that is more attractive and modern to represent the organization.

To encourage national federations to work together, promoting community participation in this regional initiative, AFECAVOL is holding a contest to design the visual identity of the new logo.

A Logo is defined as: "a symbol formed by images or letters that serves to identify a company, brand, institution or society and the things that are related to them", definition RAE Dictionary.

It is intended that the new logo will inspire the new image of the organization and be used on the website, social networks, business cards, letterheads, posters, souvenirs, banners, marketing materials or in any other place that AFECAVOL deems appropriate.

This document describes the official requirements and competition rules, it also includes a creative summary; that will govern the rules of the contest and your participation.

Violating any rule or not following the instructions affects the eligibility or may cause the elimination of proposals of the participants. Under this regulation AFECAVOL has the right to disqualify any participant.

2. Eligibility and Submission

1. Anyone can participate: including design professionals, players, officials, professionals from other areas, anyone who resides in one of the AFECAVOL member countries.
2. There is no fee to enter the contest
3. All entrants must adhere to the visual identity (logo) contest guidelines and contest rules.
4. Contestants can work in a group; however, only one (1) prize will be awarded regardless of group size

5. Submissions must include the full name of the person or members of the designer group, the logo, the country represented from the AFECAVOL region, the email address, the physical address and the telephone number.
6. More than one submission per person will be accepted. However, each proposal must be sent in a separate email
7. Complete the intellectual property form, which must be downloaded from www.afecavol.org.
8. The sender must place the following in the Subject of the Email "AFECAVOL Logo Contest Proposal - [Name of the person or group]"
9. All registrations must be made electronically to the AFECAVOL email address: contest@afecavol.org
10. The logo must be attached in PNG or JPG format in the first phase of the contest, if you qualify for the following phases, you will be notified of any additional formats required.
11. Proposals that meet the initial requirements presented in the creative summary (section # 8), will be showcased on the social networks of AFECAVOL, the interactions generated in this section will not be part of the final decision to choose the logo, but will be part of PHASE 1 of the contest.
12. The AFECAVOL panel will vote based on the established parameters described in the Creative Summary and a minimum of 7 to 25 logos will qualify for PHASE 2 of the contest. These contestants will be notified by email of their qualification to the next phase and these logos will be showcased on social networks again, where the participation of the public will be requested to react to their favorites, this vote being important in the selection stage towards the final competition. The reactions that will be taken into account will be those entered from November 30 to December 10, 2020.
13. In the next stage, the reactions (likes) to the proposals will be considered during the review by the panel that will judge the proposals and will select the designs that will pass to a PHASE 3 of the contest, with a minimum of 5 to 10 logos. These contestants will be notified by email of their classification to the next phase and these logos will be showcased on social networks again, where the participation of the public will be requested to react to their favorites, this vote being important in the selection stage towards the winner of the competition. The reactions that will be taken into account will be those entered from December 15 to January 5, 2021.
14. After completing the 3 PHASES of the contest, the AFECAVOL panel will evaluate the proposals and under a weighted criteria established by the qualifying panel, the first, second and third place winners of the contest will be selected.
15. The winners will be notified and their names published according to the established timeline.

3. Timeline

We emphasize that the date of presentation of the logo to the public will be February 15, 2021. The contest will be held in accordance with the following timeline:

Date	Description
October 15, 2020	Start of contest: "Design the new AFECAVOL logo" Deadline for technical questions: October 31, 2020
November 15, 2020	Deadline for receipt of proposals. Cut-off time: 11:59 pm.
November 17, 2020	PHASE 1: Publication of received logos on social networks. (From November 17 to November 29, 2020)
November 30, 2020	PHASE 2: Announcement of the 7 to 25 best logos selected (From November 30 to December 10, 2020)
December 15, 2020	PHASE 3: Announcement of the 5 to 10 best logos selections (From December 15 to January 5, 2021)
January 15, 2021	Announcement of the winning logo (including second and third place)
February 15, 2021	Launch of the new AFECAVOL identity
Important: Late submissions will not be considered	

4. Determination of winner and prize

AFECAVOL will appoint a panel to select the winners of the contest according to the criteria indicated in the creative summary.

The contest includes 3 qualifying phases until the winner is designated.

PHASE 1: Display all logos on social networks received within the established dates that meet the requirements of the Creative Summary (section # 8). (From November 17 to November 29, 2020)

PHASE 2: Display at least 7 to 25 logos on social networks after preselection, according to criteria set by the AFECAVOL selection panel. At this stage the reactions of the public will be taken into account as one of the scoring items for the classification to the next stage of the contest. (From November 30 to December 10, 2020)

PHASE 3: Display at least 5 to 10 logos on social networks after preselection, according to criteria set by the AFECAVOL selection panel. In this stage the reactions of the public will be taken into account as one of the scoring items for the classification to the final stage. (From December 15 to January 5, 2021)

FINAL: After completing the 3 PHASES of the contest, the AFECAVOL panel will assess the proposals, and under a selection criteria, the first, second and third place winners of the contest will be selected, subject to ratification or modification by the AFECAVOL Executive Committee.

Upon announcing the winners, according to the established schedule, the decision will be final and no further correspondence will be initiated.

5. Prize

First Place: US \$500

Second Place: US \$300

Third Place: US \$150

The winner, as well as the second and third place, will be notified by email and announced on the AFECAVOL website and social networks.

If the winner is found to have violated any of the rules, he or she must forfeit or return the prize, even if the determination is made after the prize has been awarded.

6. Intellectual Property

Participants must complete the intellectual property form, which addresses the matter of originality of the work submitted to ensure that it does not violate the intellectual property rights of any other person or entity. It also requires participants to give the exclusive rights to AFECAVOL to use the visual identity (logo) or any part thereof for any AFECAVOL purpose, linked directly or indirectly with its business name, such as on its websites, business cards, letterheads, posters and other materials, but not limited to these.

AFECAVOL will have the right to adapt, edit, modify or use the winning submission in part or in full in any way it deems appropriate.

AFECAVOL reserves the right to choose not to use the winning design. If the winner is found to have violated any of the rules, he or she must forfeit or return the prize, even if the determination is made after the prize has been awarded.

7. Disclaimer

AFECAVOL is not responsible for emails that are not received in good form. Emails that are received after the established deadline will be disqualified. Misdirected, incomplete, illegible or unusable submissions will not be included in the competition, nor will lost or unusable emails due to computer, internet or electronic problems.

Participants will receive a confirmation email that the submission has been successfully received, as long as it is before November 15, 2020, 11:59 pm.

AFECAVOL reserves the right to cancel the contest, if it does not meet the conditions for its development, even after the deadline.

AFECAVOL will notify all contestants of the results of the contest. AFECAVOL will notify the winner using the contact information provided to coordinate the presentation of the prize, and is not responsible if the contestant has provided incorrect or invalid contact information for notification and delivery of the prize.

AFECAVOL will notify all participants of the contest results and will make the three winners visible through its digital platforms.

8. Creative Summary

a. Text

The logo must include the text: “AFECAVOL”

b. Target Audience

The logo should be simple enough to appeal to a wide range of volleyball stakeholders of all ages and nationalities, including but not limited to: athletes, officials, executives, managers, coaches, fans, national federations, sponsors and the general public. It should appeal to both male and female audiences who speak English and Spanish.

c. Color Preferences

The colors chosen should signify the vibrancy of the sport of volleyball, and could take into consideration the national colors of the countries, but this is not required.

d. Features

Submissions should convey the intended message of volleyball regional integration and inclusion. Submissions must take into account gender equality in sports for male and female athletes. The logo should evoke feelings of fun and excitement and should be modern. It should be a simple, clean, attractive and modern design that adequately captures the essence of the sport.

e. Technical Requirements

The new logo must be well executed graphically and technically. It should be distinctive, appropriate, practical and simple. Designs must be sent as PNG, JPEG, EPS or design format files, with their respective fonts, curved version and editable. The color must be CMYK, and the submission must also include its black and white version. Gradients should be avoided. The logo must be easy to use, manipulate and resize for all reproduction purposes. It should be visually appealing both on a small and large scale. It must be submitted with its respective various horizontal and vertical variations to facilitate readability depending on its use.