

Alumni Program Logo Contest

Guidelines and Contest Rules

Overview

The Alumni Community of the Apple Developer Academy @Unina Federico II is looking for a logo which will identify the community and will be used in the communication regarding the initiatives organised within the framework of the Alumni Program.

By entering the competition, participants agree to be bound by the contest rules listed in this official document.

Violating any rule or not following instructions may eliminate participants' eligibility. The Alumni Board has the right to disqualify any entrant at any time at its sole discretion.

Eligibility

1. The contest is open to all Alumni (graduated students) of Apple Developer Academy @Unina Federico II.
2. The contest is not open to current students (2022/2023).
3. Contestants are allowed to work and compete in groups (maximum 3 people).

Submission Guidelines and How To Enter

1. The contest is open since the date it is published on the official website of the Apple Developer Academy @Unina Federico II and for the four following weeks, until midnight of the last day. Late submissions will not be considered.
2. All entries must be submitted via mail, sent to the following address (developeracademy.alumni@unina.it) with the subject: **ALUMNI PROGRAM LOGO CONTEST, NAME SURNAME/GROUP NAME SUBMISSION**
3. Submissions must include the original logo artwork in all of the following formats: **PDF, AI, EPS, SVG**.
4. Submitted files should not include any name or reference to the contestants.
5. Only one submission per person or per group is accepted.

Logo Design Guidelines and Parameters

The purpose of this contest is to design a logo to be used by the Alumni Community.






The design of the logo should reflect the values of the Alumni Community:

- Inclusion
- Respect
- Sharing
- Equality
- Diversity
- Creativity
- Curiosity
- Open-mindedness






The palette of colours for the Alumni Program is based on the **Community Earth System Model** and is a connection to a numerical simulation to create a global climate model that provides a state-of-the-art simulation of the Earth's past, present and future.

The colours are the following:

Light version

- AtmosphericLight (HEX: 3D6B50 ; RGB: 61, 107, 80)

- OceanLight (HEX: 2C487F ; RGB: 44, 72, 127)

- IceLight (HEX: 0BA2B0 ; RGB: 11, 162, 176)

- LandSurfaceLight (HEX: FFD166 ; RGB: 255, 209, 102)

- CarbonCycleLight (HEX: DF767D ; RGB: 223, 118, 125)


Dark version

- AtmosphericDark (HEX: 1D5932 ; RGB: 29, 89, 50)

- OceanDark (HEX: 0F287E ; RGB: 15, 40, 126)

- IceDark (HEX: 00BBCE ; RGB: 0, 187, 206)

- LandSurfaceDark (HEX: FFEE51 ; RGB: 255, 238, 81)

- CarbonCycleDark (HEX: F66D7A ; RGB: 246, 109, 122)


It is not allowed to use elements or images referring to parties, political movements, social movements with negative connotations or any other symbol connected to discrimination, inequality or violence.

It is not allowed to use the logo of Apple, the University of Naples Federico II, or any other existing company or Institution.

Entrants are expected to send via e-mail all files related to the logo. In particular:

- PDF, AI, EPS, SVG, PNG and source file of the logo
- A half-page explanation of the concept behind the logo creation
- Details on the logo Typography
- Inverted version
- Monochromatic version - black on white and white on black
- Variants (logotype/icon positioning)
- Usage padding
- Usage limitation

Intellectual Property

1. Entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
2. Submissions become the sole property of University of Naples Federico II's Apple Developer Academy and may be used for any Alumni Community purpose, including but not limited to, display on website, social and other materials.
3. The winner will be credited for the logo creation; submissions can be showcased in portfolios, website and social media profiles of the entrants, with reference to the contest and the Community, but only after results of the contest are made public.
4. To maintain consistency throughout the Academy Design System in time, the selected designs might undergo changes and modifications.

Determination of the Winner

1. The winning entry will be selected by the Alumni Program Board members and a jury composed of six representatives of the stakeholders: two from Apple, two from University of Naples Federico II and two from the Academy mentoring team;
2. After the submission deadline, the jury will take three weeks to evaluate the proposals, based on a grid that will include the following aspects:
 - Alinement of the proposed logo with community values

- Alinement of the proposed logo with the stakeholders' values
- Originality of the logo proposed
- Versatility of the logo proposed
- Quality of the assets proposed
- Completeness of the logo proposed
- Adherence to contest requirements

Evaluation Grid

Contestant/Group name:

	1	2	3	4	5
Alinement of the proposed logo with community values.					
Alinement of the proposed logo with the stakeholders values.					
Originality of the logo proposed.					
Versatility of the logo proposed.					
Quality of the assets proposed					
Completeness of the logo proposed					
Adherence to contest requirements					

Disclaimer

The Alumni Program just started and it's an ever-changing project. Due to future changes in the strategic approach to the Program the selected logo might not be used.